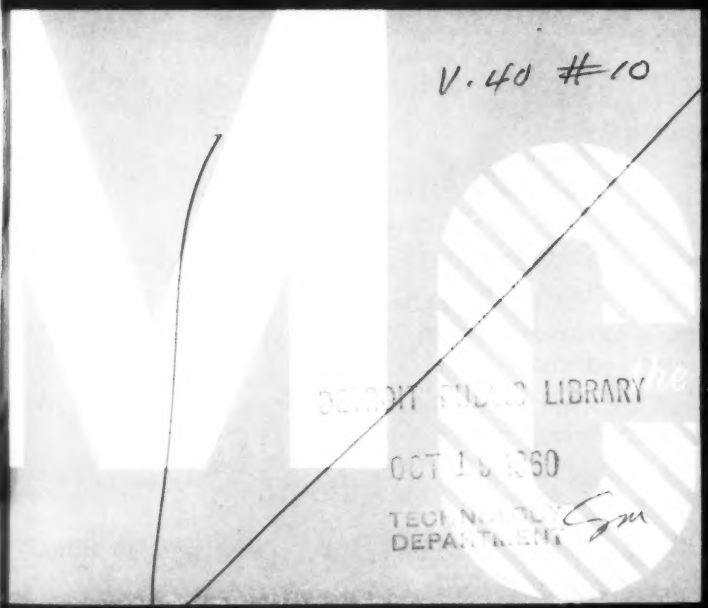
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- *Honor Roll of contributors to Public Relations fund*
- *Soybean products in candy*

Candy Packaging and Marketing

- *Report on "The Dillon Study"*
- *Quality wraps sell imports*

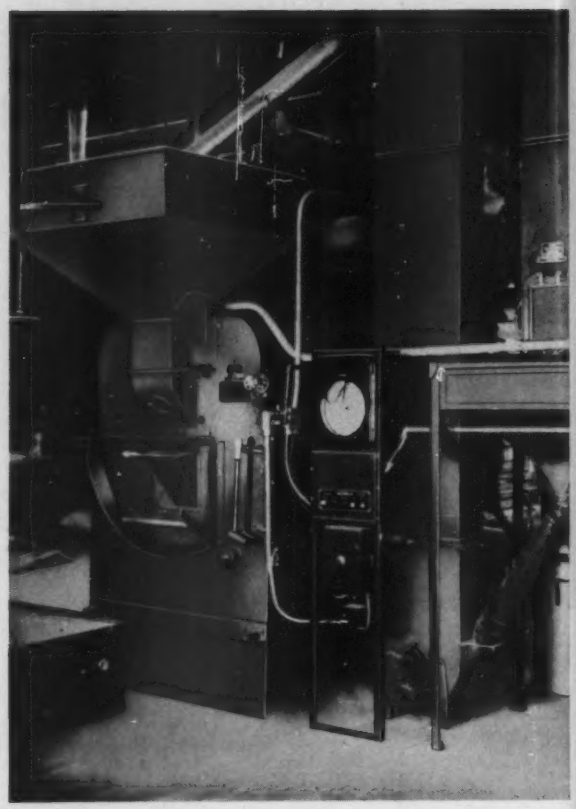


the Manufacturing Confectioner

specialized publication for confectionery manufacturers

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GREER

candy business

Candy leaders in Nigeria

Two representatives of the National Confectioners Association, Victor A. Bonomo, chairman of the board of directors and Douglas S. Steinberg, association president, celebrated Nigeria's independence on October 1st at Ibadan, Nigeria. Representatives of the Chocolate Manufacturers Association, the New York Cocoa Exchange and the Cocoa Merchants' Association were also present at the celebration.

N. Y. AACT announces program

Dr. M. B. Sherman vice chairman of the New York Chapter of the American Association of Candy Technologists has announced a tentative schedule of programs for the new season. The programs will take the form of seminars on the basic subject "Confectionery Technology Today and Tomorrow." Each session will cover a specific phase of candy making presented by an expert in practical application and by representatives of the engineering or raw materials involved. All meetings are held at Busto's Restaurant, 15 Stone Street, New York City at 6:30.

The tentative program schedule includes: October 13th, "Hard candies in the U.S.A. and Europe", Andrew Tehel, factory superintendent, Gold Medal Candy Corp. and Ira Parnes, consultant. November 10th, "The control of quality as it relates to government requirements", Charles A. Herman, FDA chief New York section and Milton Sarner, Internal Revenue Service A&TED. January 12th, "Toffees and caramels and fudge", Samuel Goldstein, consultant and Peter Kalustian E. F. Drew & Co. Inc. February 9th "Principles and practice of chocolate enrobing", Norman W. Kempf, consultant and James Gardner, J. W. Greer Co. March 9th, "Jellies and Gums" Charles Carilli, Edgar P. Lewis & Sons, Inc., and L. C. Gallagher, Sunkist Growers. April 13th, "Nougats and creams", James A. King, consultant.

Bill Perkins rejoins Loft's

Leonard Wurzel, president of Loft Candy Corporation, has announced the appointment of C. William Perkins as technical superintendent. This is in line with present and future plans of Loft's for expansion and modernization.

Mr. Perkins was chief engineer at Henry Heide, Inc. and previous to joining Heide held the same position with Loft's. Prior to that he held the position at Sweets Company of America. He is president of the Candy Executives and Associated Industries Club of New York.

July sales down 7%

July 1960 sales showed the first decrease in 1960 since January when this year's totals were 4% under those for 1959. The July decrease of 7% was accounted for by decreases all over the country with only two areas reporting increases over July 1959. These were Ohio and Indiana, up 8%, and the West South Central section of the country, up 4%. Manufacturing retailers, however showed a 3% gain for the month while wholesalers were down 8% and chocolate manufacturers dropped 2%.

Item	Estimated sales of current month and comparison		Estimated sales year to date	
	July 1960 ($1,000)	July 1960 from July 1959	7 months 1960 ($1,000)	Percent change from 7 months 1959
Confectionery and competitive chocolate products, estimated total	60,936	− 7	608,113	+ 3
BY KIND OF BUSINESS:				
Manufacturer-wholesalers	49,761	− 8	489,171	+ 3
Manufacturer-retailers[1]	3,995	+ 3	40,929	+ 4
Chocolate manufacturers	7,180	− 2	78,013	+ 6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES				
New England	4,279	−15	50,373	([2])
Middle Atlantic	13,591	−13	147,956	+ 3
N. Y. and N. J.	9,300	−18	85,929	− 1
Pa.	4,291	− 1	62,027	+10
East North Central	21,110	− 4	184,709	+ 2
Ill.	18,999	− 5	163,415	([2])
Ohio and Ind.	1,550	+ 8	14,573	+52
Mich. and Wis.	561	...	6,721	− 5
West North Central	2,088	− 1	21,860	+ 5
Minn., Kan., S. Dak., and Neb.	1,156	− 1	13,361	+ 7
Iowa and Mo.	932	− 1	8,499	+ 3
South Atlantic	2,919	− 4	24,248	([2])
Md., D. of C., Va., W. Va., N. Car., and S. Car.	1,167	−10	10,702	+ 1
Ga. and Fla.	1,752	([2])	13,546	− 1
East South Central:				
Ky., Tenn., Ala., and Miss.	1,227	−15	10,898	− 6
West South Central:				
Ark., La., Okla., and Tex.	1,214	+ 4	15,433	+11
Mountain:				
Ariz., Colo., Idaho, N. Mex., and Utah	471	−20	5,525	([2])
Pacific	2,862	− 5	28,169	+ 4
Calif.	2,331	− 6	22,928	+ 3
Wash. and Ore.	531	− 3	5,241	+ 7

[1]Retailers with two or more outlets.
[2]Less than 0.5 percent change.

Type of product[1]	July 1960 Pounds (1,000)	July 1960 Value ($1,000)	First 7 months Pounds (1,000)	Percent change from 1959	First 7 months Value ($1,000)	Percent change from 1959
TOTAL SALES OF SELECTED ESTABLISHMENTS	79,865	29,437	718,986	+ 1	287,734	+1
Package goods made to retail at:						
$1 or more per lb.	988	918	22,313	+11	25,742	+9
$.50 to $.99 per lb.	5,458	2,791	53,746	+ 4	28,661	+3
Less than $.50 per lb.	12,698	3,352	113,692	− 4	29,503	−6
Bar goods	36,484	14,013	330,786	([3])	133,957	−2
5¢ and 10¢ specialties	11,336	4,928	89,932	+ 1	40,283	+2
Bulk goods[2]	12,901	3,435	108,517	+ 7	29,588	+8

[1]Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total sales of manufacturers.
[2]Includes penny goods.
[3]Less than 0.5 percent change.

Data from monthly *"Current Industrial Reports"* of the U. S. Department of Commerce.

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ARC plans member ad service

The new member service committee of the Associated Retail Confectioners has under study a plan to offer an advertising program to members. Dwight Bohmbach and Company, Chicago, specialists in creative advertising, has been employed to set-up a proposed service to ARC members that would give these retail manufacturers the advantages of professionally created advertising at low cost. Thomas J. Sullivan, secretary of the ARC, when contacted by *The Manufacturing Confectioner* said that the service would probably consist of a series of newspaper mats offered in a number of different sizes to all members who wished to improve their ads. Mr. Sullivan explained that this program is a direct result of comments and opinions expressed by members at the recent ARC convention.

Dwight Bohmbach and Company is expected to present its plans for the program in the early part of October and the Association will then announce its decision.

L. Gordon Hooper, Hooper's Chocolates, Oakland, California is the chairman of ARC's member service committee.

Sylvan-Pecheur Corp. formed

J. A. Holzer, Robert M. Morvay and Edward F. Menneti have purchased the outstanding stock of Pecheur Lozenge Co., Peco Products Co. and Edgar P. Lewis International, Inc., Havana, Cuba. The purchase also included controlling interest in Sylvan Sweets Co. of Easton, Pa. Manufacturing operations will be moved to the Easton plant and equipment will be modernized. An aggressive promotional and advertising campaign is planned by the new corporation, called Sylvan-Pecheur, whose officers are J. A. Holzer, president and treasurer, Robert M. Morvay executive vice president and plant manager, Edward F. Menneti, secretary and Vera Vrona Holzer, assistant secretary.

Smessaert heads convention

Charles L. Smessaert was elected general convention chairman for the 78th National Confectioners Association's convention and exposition to be held in Chicago June 11 to 15. Henry Blommer was elected co-chairman. Mr. Smessaert is executive vice president and secretary-treasurer of the Walter H. Johnson Candy Co. and has served on the NCA board for the past five years as secretary-treasurer. In 1957 and 1959 he was on the program committee for the convention. Mr. Blommer, president of the Blommer Chocolate Co., has represented the Chocolate Manufacturers Association on the NCA board since 1959. He was on the program committee for the convention in 1957 and 1958 and in 1959 served as chairman of the ladies' entertainment committee.



Mars has begun an intensive outdoor advertising campaign extending from October 1960 to October 1961. The 300 market coverage is said to be the largest candy campaign in the outdoor medium. Mars bar, Milky Way and Snickers will be featured on separate posters and all posters will be displayed simultaneously. A casual approach will be used employing cartoon humor and "off beat" colors.

General Foods invests in Latin America candy companies

The annual report of General Foods reveals that the firm has bought two candy manufacturing operations in Latin America. These are an ice cream and confectionery business in Brazil, and a candy factory in Mexico.

"Fire Chief" lollipops

Texaco service stations in Canada are giving pops to customers with kids in the car. The pops are a bright red and shaped like the firm's fire chief helmet. The pops are produced by Viau Limited of Montreal and cost the station $6.64 per carton, F.O.B., for 800 count.

Cleveland promotes Sweetest Day

The Cleveland, Ohio Sweetest Day Committee has announced its plans for the celebration of Sweetest Day on October 15th. Free boxes of candy, donated by manufacturers, jobbers and distributors, will be given to shut-ins, orphans, and the elderly. Extension advertising and publicity in retail outlets, radio, TV, newspapers and local publications will be used to promote the Day. The selection of a "Sweetest Nurse" from candidates from each of the area's 24 hospitals will be featured by the *Cleveland Press*.

Members of the Sweetest Day Committee include: Cheerful Harris and Mrs. Keske of Belle Harris Candies; Roy Hein of Crane Candy Co.; Mr. and Mrs. Mike Malley, Malley Candy Co.; John Michaels and Anthony Thomas of Olympia Candy Co.; Miss Miller and Mrs. Wrozeck, Fanny Farmer Candies; and Helen and Richard Neubecker, Tower Candy Company.

New bar in England

Mars, Ltd., England, has introduced a solid milk chocolate bar called "Galaxie", selling for the equivalent of about 10-1/2 cents, of over 2-1/2 ounces. It is claimed that this bar is made by entirely unique methods based on four years of research.

Fanny Farmer sales up 7%

Fanny Farmer, with 401 shops in operation and signed leases for 19 more, reported sales of $20,302,419 for their fiscal year, an increase of 7% over the previous year.

In the past year Fanny Farmer has increased their agency operations for 705 agencies to 1,181 and are working toward greater growth in this area. The first Fanny Farmer shop in Texas will open this fall, in Dallas.

A. L. Manning dies

A. L. Manning, vice president in charge of sales for Melville Confections, Inc., Melrose Park, Illinois, died October 2nd. Mr. Manning had been with Melville since 1937.

WCSA convention program

The 46th annual convention of the Western Confectionery Salesmens Association will be held in Chicago, Illinois at the LaSalle Hotel December 15th and 16th.

Registration cost has been reduced to $2.50 and will include luncheon on Thursday and breakfast on Friday.

The schedule of events includes: Registration at 9:00 AM December 15th; a luncheon and business meeting at 12:30 in the Chicago room; a dinner dance at 7:30 PM in the Illinois room with a preceding cocktail party.

On Friday the 16th installation of officers will follow a continental breakfast at 9:00 AM and Friday evening there will be a Stag Dinner & Floor Show at 7:30 in the Illinois room with a cocktail hour preceding in the Chicago room.

The Western has announced that in accordance with resolutions passed at the last convention $1,000 has been donated to the Candy, Chocolate & Confectionery Institute and $1,000 has been donated to the Candy Brokers and Salesmen's Council.



Shop managers and marketing personnel of the Maud Muller Candy Company, Dayton, Ohio are shown at the opening banquet of a two day get-together in Dayton for the managers from the firm's stores in Ohio, West Virginia, Indiana and Kentucky. Plans for promotion of Sweetest Day, Thanksgiving and Christmas were discussed and a tour was made of the firm's plant. A sales clinic on retail candy salesmanship closed the convention.

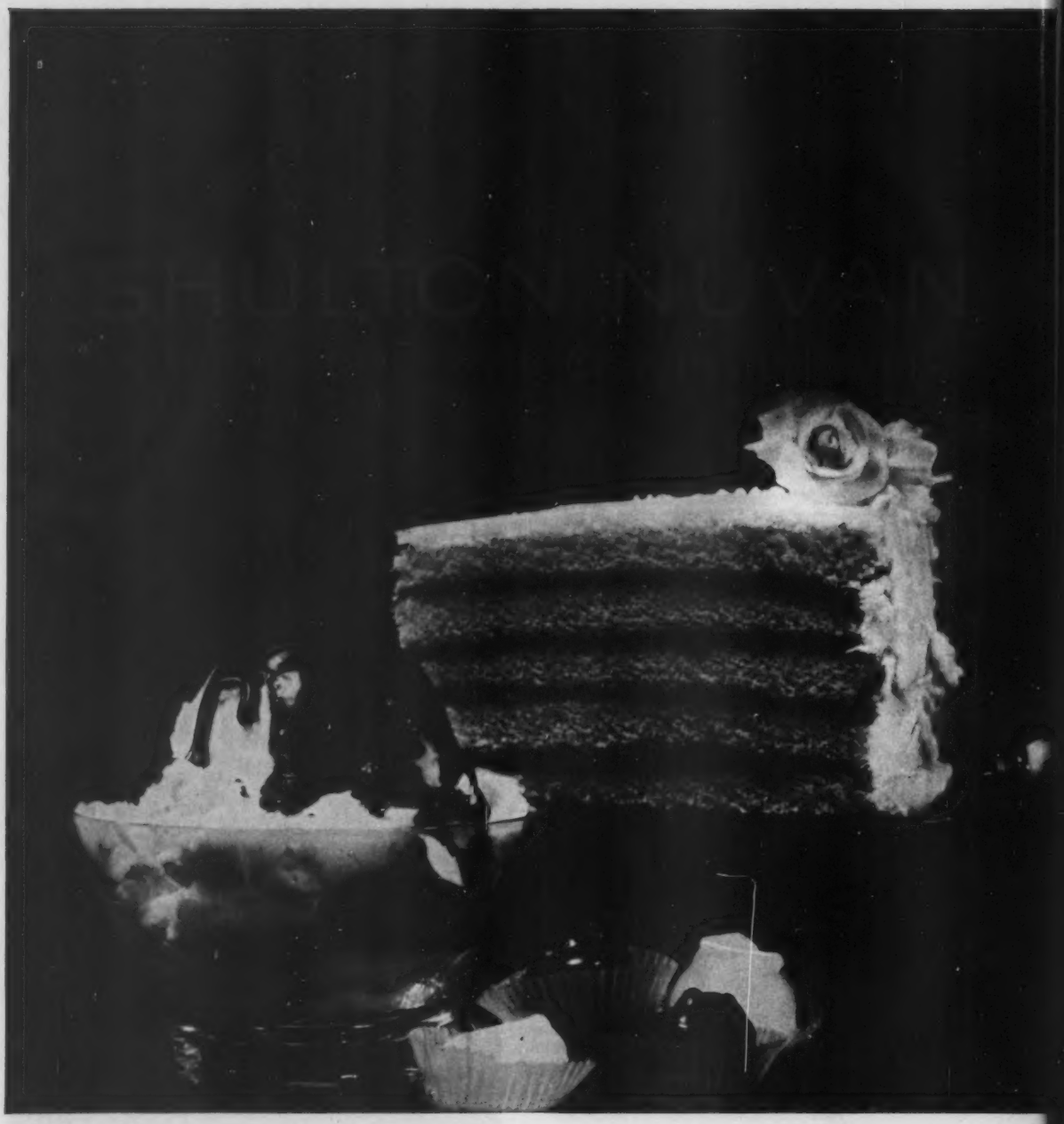


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From our *modern ion exchange* refineries at New York and Chicago roll the industry's needs for Liquid Sugars — sugars that stay uniform in quality *day after day*. There's no need for process and formula changes . . . and you benefit from big savings in time, space and production. We supply a complete line of top-quality Liquid Sugars to meet any need. Our Technical Staff is always available . . . services range from designing installations to the development of new formulas to your *specifications*.

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Both Shulton Vanitrope and Shulton Vanillin . . . blended in Nuvan under laboratory control . . . have been widely accepted—for **CHOCOLATE—BAKED GOODS—CANDY—EXTRACTS—ICE CREAM—PUDDINGS.**

Samples and technical bulletins available on request.

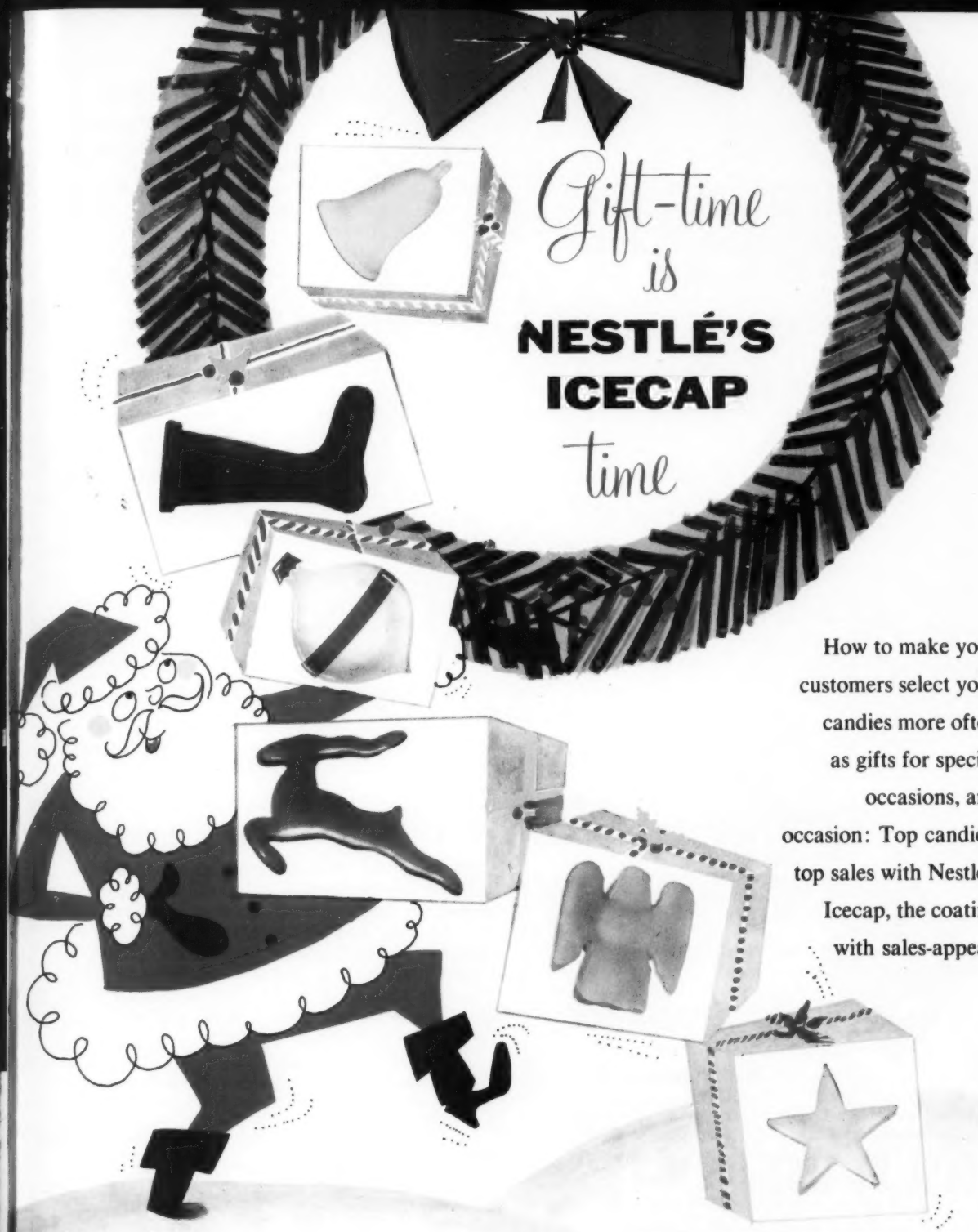
*Nuvan 17—*4 times the flavor strength of vanillin.* Nuvan 120—*2 times the flavor strength of vanillin.*

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DIVISION OF

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Walter Johnson exec honored

Mildred McCall, credit manager at Walter H. Johnson Candy Co., Chicago, was recently appointed chairman of the National Credit Women's Executive Committee of the National Association of Credit Management. Miss McCall has spent all her business life with Walter H. Johnson and became credit manager in 1941. She has been active in credit associations for a number of years.

NCSA sponsors candy show

The National Confectionery Salesmen's Association will sponsor a retail candy show in New York City on November 18th through the 22nd. This will be the first in a series of shows to be held in various market areas throughout the country. Decision on sponsorship was the result of a survey of sales which indicated a need for more cooperation between manufacturer and retailer.

The aim of the show will be to help the wholesaler broaden and increase his sales and distribution. All sales written at the show will be delivered and billed through the wholesaler.

The show will be managed by Edward A. Murach, who has long been associated with the New York Annual Candy Show.

Brach announces ad agency

E. J. Brach & Sons has announced the appointment of John W. Shaw Advertising, Inc., Chicago, Illinois as its advertising agency effective November 1, 1960.

NCA names committee chairman

The National Confectioners Association has announced the appointment of the following chairman of the Association's committees: G. Lloyd Latten, chairman, research committee; Norman Kempf, chairman, research advisory committee; Robert E. Picken, chairman, sanitation committee; Fred H. Schonlau, chairman, manufacturer-distributor relations committee and John J. Barranger, chairman, financial operations committee.

Three industry executives have been named to membership on the Washington committee of the NCA: George H. Cardinet, Jr., Stephen T. Powers, and John M. Whittaker.

Candy execs officers in CIA

John J. Barranger, vice president and treasurer of Stephen F. Whitman & Son, Inc., has been elected treasurer of the Philadelphia Control of the Controllers Institute of America. At the same meeting Gordon V. Moyer, treasurer of Frank H. Fleer Corp., was named a director.

Oliver-Finnie president dies

Maynard Holt president of Oliver-Finnie Company, Memphis, Tennessee died of a heart attack September 12th. Mr. Holt was 53 years old.

The sweet and the sour

We have read in the consumer press recently of a plea by a British theatre-goer for a noiseless candy wrapper. He says, "There is nothing more infuriating during a critical part of the play than to hear someone unwrapping a box of chocolates."

In light of the recent drive for a public relations program by the associations in this field, it would seem entirely appropriate that those firms packaging candy for the theatre trade make a special effort to provide wrappers that can be opened and discarded with a minimum of noise. The public relations value of this development would certainly add greatly to the public's view of the candy business.

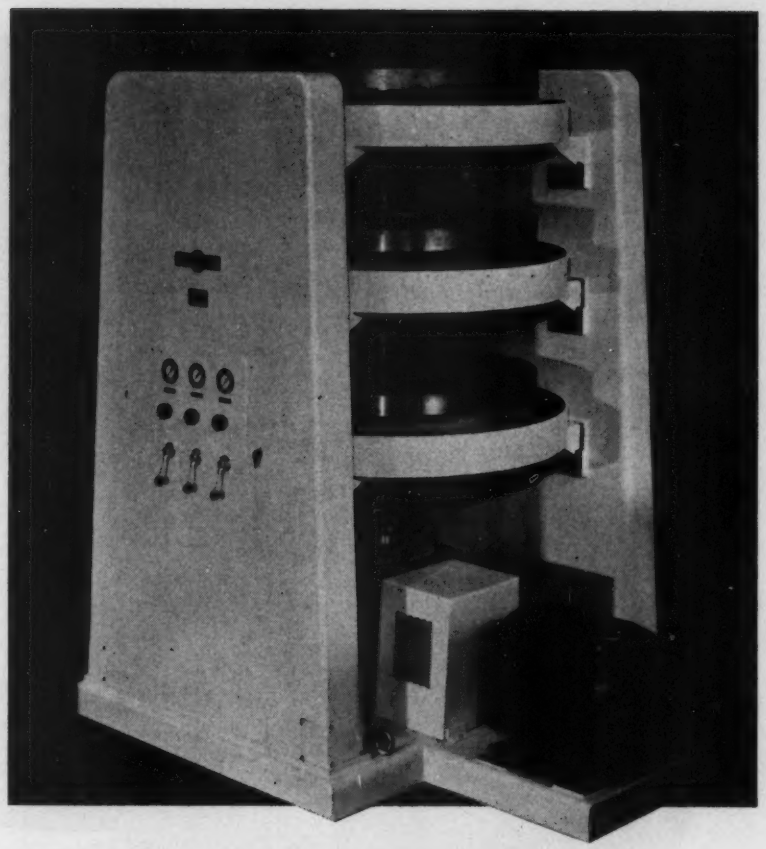
S.E.A.

A rather interesting comparison can be made between candy prices in England and America due to the recent increase of standard American candies in the English market. We have a recent news item from England listing products from Hershey Chocolate Corporation now being sold on the English market.

"Mr. Goodbar", a nickel seller in this country, brings the equivalent of about 7¢, the 4 ounce "Krackel" bar, ranging from 19¢ to 25¢ here is listed at 28¢, and a five ounce bag of miniatures, normally 29¢ in food stores, lists for 46¢ in England.

There are two primary variances between the two countries that will strongly affect the sales success of American candies. One is that the per capita consumption of confectionery in England is nearly double that in America, and is by far the highest in the world. Second, the take-home pay of the worker averages just over one third that of the American worker. It will be interesting to note the success that Hershey and other American candies have under these conditions.

S.E.A.



A New **LEHMANN**

TRIPLE LIQUOR MILL

for

finer grind, increased output

This new Triple Cocoa Liquor Mill has an improved cooling system that discharges the ground liquor 40° to 50° lower in temperature than other mills. This, of course, raises the viscosity, substantially increasing fineness of grind and accelerating output.

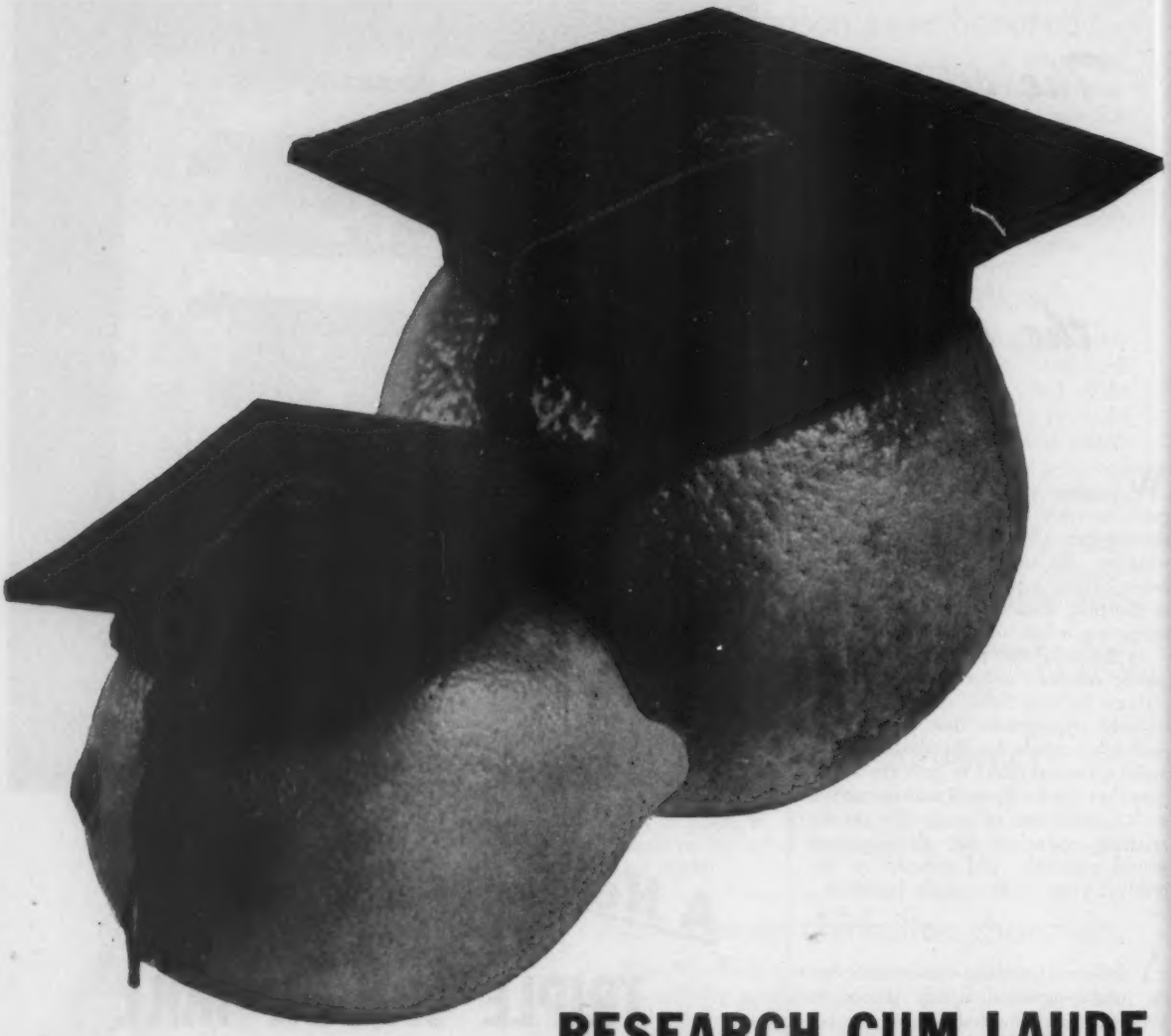
All adjustments for the new mill are automatic. Pressure gauges regulate settings for repetitive operation. Noise and vibration are greatly reduced. A highly streamlined profile, with elimination of all unnecessary recesses and projections makes cleaning an easy task. This is important today, in view of increasingly strict public health laws.

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You can profit from Sunkist's citrus research—pioneering work that has been awarded 118 individual U.S. food processing patents.

It's at your service to help you convert "good" products into *superior* ones...cure production headaches...develop new products.

Sunkist research has already created over 400 products for industry out of California lemons and oranges—and discovered new uses for citrus in everything from pharmaceuticals to shrimp freezing.

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Sunkist technical experts will be glad to work *with* you—in your own plant—or *for* you—in their own citrus research laboratory. Write, and a Sunkist man will call on you.

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PRODUCTS SALES DEPARTMENT



FOR ORANGE CANDIES THAT TASTE BETTER— EXCHANGE BRAND ORANGE OIL

California oranges have more and richer flavor...more distinctive aroma...brighter color than those grown anywhere else.

So for orange candies that taste better and sell faster, flavor with Exchange Brand Orange Oil... made from California oranges by the folks who know citrus best—the Sunkist Growers.

Exchange Orange Oil U.S.P. goes farther. An *ounce*—for instance—is all it takes to give good, solid California orange flavor to as much as *one hundred pounds* of hard candies or pectin jellies. So it costs no more to use the best.

And Exchange Oil is outstandingly consistent. Sunkist—with the country's largest stocks of oranges to choose from—can blend you a product of assured uniformity... acting exactly the same way and giving the same outstanding results every batch, year in and year out.

QUESTIONS, ANYONE?

For information about *any* Sunkist or Exchange Brand product, write Sunkist Growers, Products Sales Dept., 720 East Sunkist Street, Ontario, Calif.

U.S. Distributors of Exchange Orange and Lemon Oils: Fritzsche Bros., Inc.; Dodge & Olcott, Inc.; Ungerer & Co.

the Manufacturing Confectioner

with International Confectioner

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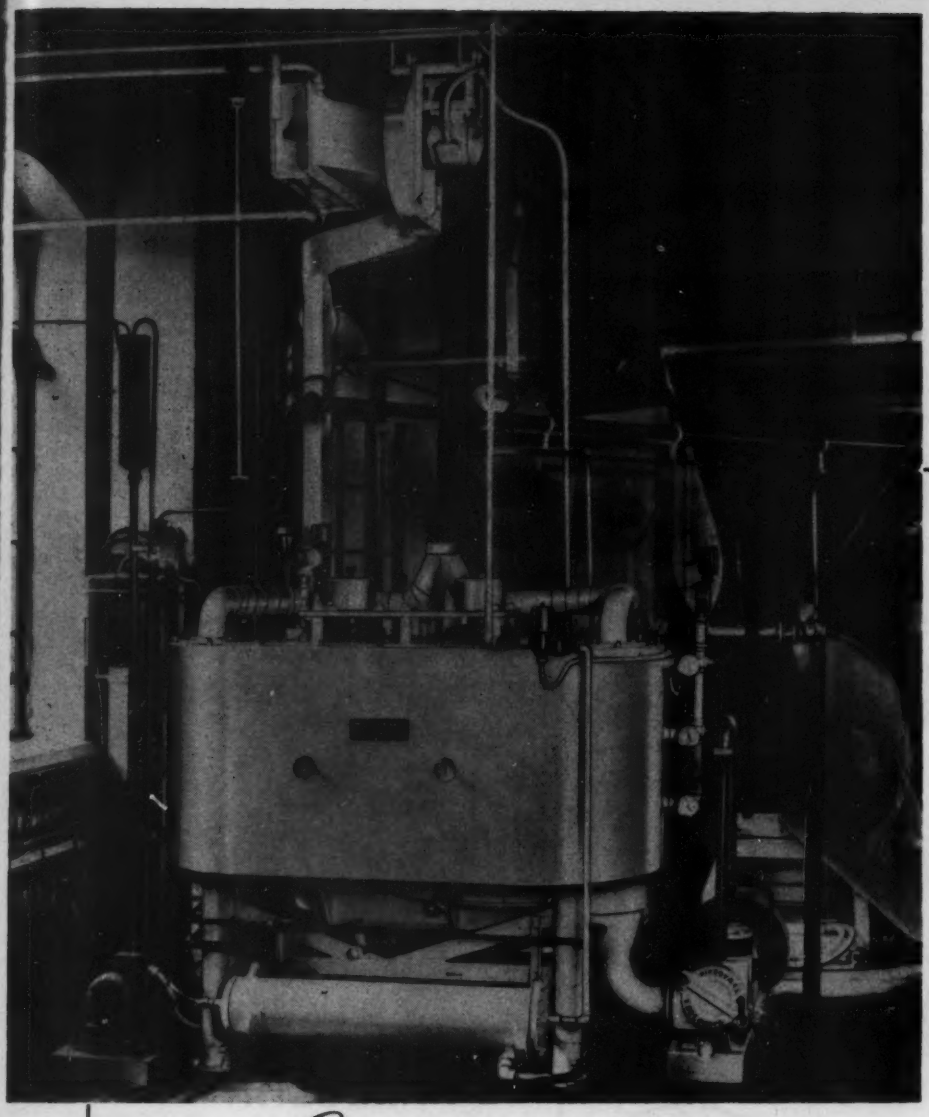
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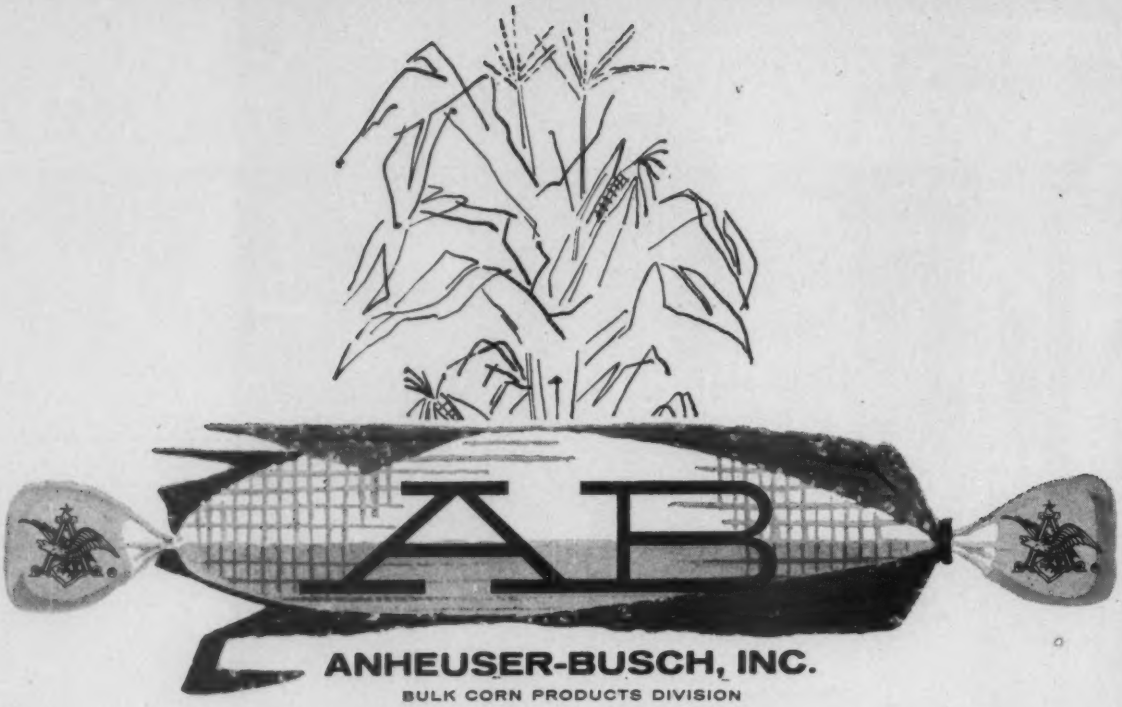
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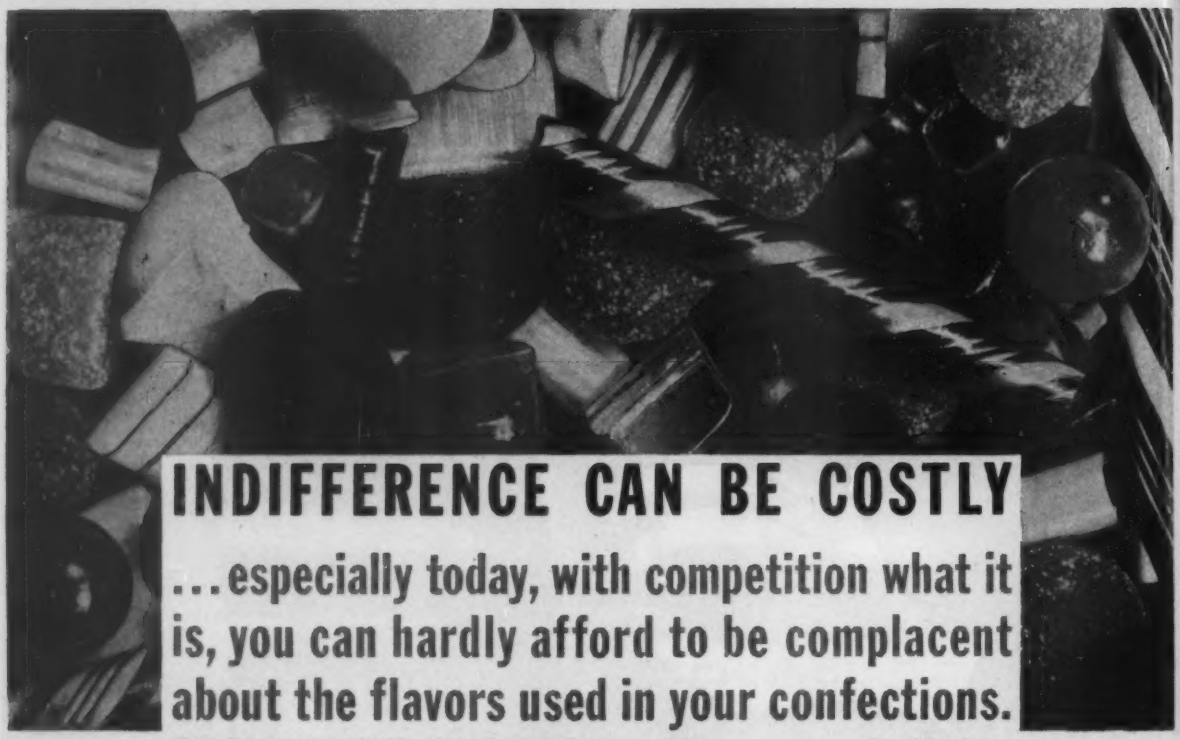
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the Manufacturing Confectioner

October, 1960

Volume XL—Number 10

Soybean products for the confectionery industry

By Herbert T. Iveson

The soybean, the miracle bean from China, has from time to time been proposed as a cure for almost all problems of industry. Scientifically we know these claims have many times been greatly exaggerated. In spite of this type of propaganda though, the soybean industry has continued to develope and grow until it now has a definite place in our agricultural economy.

Originally the soybean processing industry was dependent on soybean oil and soybean meal as their major products. At the present time these are raw materials for a number of new and interesting products which are finding every increasing acceptance by industry. Of most interest to the confectionery trade are probably the lecithin products and the edible protein type products.

Lecithin is not new to the confectionery industry. Even 20 years ago, it was widely used in chocolate coatings. During the years which followed many improvements have been made in its manufacture and many advances have been made in the technology of its use in confections. This has led to a greatly expanded application of the various newer lecithin products in this field.

The lecithin of 20 years ago was generally a hard plastic product, usually dark in color, although some bleached products were available, and fairly strong in the good old soybean taste and odor. Through continued improvements in production methods for crude or natural grades of lecithin, our present products have for the most part eliminated these original objections. Our present production is fairly bland in taste and odor. It can be bleached to a light yellow color and it is produced in a fluid consistency to give ease of handling. Thus, in general, present crude soybean lecithins satisfy the requirements of an effective surface active material or emulsifying agent in confections.

Naturally the research efforts have been towards finding other ways of improving on these characteristics. One of the earliest was to remove the soybean oil present in crude lecithin and to replace it with a more stable carrier, such as cocoa-butter. A product of this type has advantages in taste, odor, and stability and consequently continues to be used in quality products of the confectionery industry. Our more recent efforts, though, have been towards the development of more effective lecithin products.

The phosphatides, which are commercially called lecithin, are nature's surface active agent. Wherever in nature a blend of an oil phase and a water phase is necessary one will find the phosphatides. Egg yolk contains 8-10% phosphatides. Butter has approximately 1% and all seeds, nuts and grains contain some phosphatides. The soybean is generally the commercial source in this country, and while the mixture of phosphatides which is isolated may be ideal for the soybean, it is not necessarily ideal for all industrial uses.

As the phosphatides are isolated, they are completely enclosed in an oil film, which makes the mass difficult to disperse in water. They have a blend of hydrophillic and lipophillic groups that is not balanced. Thus the mixture does not form as stable emulsions as would be expected with a well balanced emulsifier. Finally, soybean phosphatides are a mixture of two types of emulsifying agents, those that form oil in water emulsions and those that form water in oil emulsions.

Modification of any of these characteristics should give materials of increased efficiency and expanded value to industry. Such products are now commercially available.



Mr. Iveson who is Manager Lecithin Products, Chemurgy Division of Central Soya Company, Chicago, spoke to the Chicago Section of the American Association of Candy Technologists at their first meeting of the 1960-61 season on September 20th on uses of soybean products in candy.

In the confectionery industry it may not be important to have water dispersible lecithins, but a product of this type is being produced. The carrier has been modified so that the lecithin will readily emulsify with water.

By a treatment called hydroxylation we can more closely balance the hydrophillic and lipophillic groups, so that a lecithin of improved emulsifying properties is produced. It is not noticeably more dispersible in water, but once dispersed in either the oil or water phase it forms a more stable emulsion. Quite often this is possible at lower levels than when the natural lecithins are used.

Finally products are now available commercially where the phosphatides have been fractionated so as to concentrate those forming oil in water emulsions and those forming water in oil emulsions. The separation which has been effected in this instance, is complete enough that the lecithin product which forms water in oil emulsions will disperse in water, only with difficulty. The other fraction readily disperses in warm water. The only difference is the type of phosphatide present.

Many food uses have already been developed for these new products and the confectionery industry has been no exception. For instance, one of the first uses for lecithin was in chocolate to reduce viscosity. It is readily shown that all the phosphatides present in natural soybean lecithin are not equal in effectiveness. A commercial lecithin product is now available in which those phosphatides that are most effective are concentrated. Further refinements may still be necessary in this product, but our most recent information would indicate that an additional 2 to 3% cocoa-butter can be saved over and above that saved by crude lecithin.

Before leaving the subject of lecithin, we should at least mention the general applications of these products to the confectionery industry. In any confection containing fat there is a tendency for the fat to separate from the water phase. Where-ever this is a problem, lecithin has found use. Lecithin blended with fat increases the distribution of the fat throughout the mass and binds the water in a more stable emulsion. The result is an improved flavor and less-greasiness generally at a lower cost.

In this day where the use of liquid oils is becoming more and more important in food products, emulsifying agents such as soybean lecithin are of greater importance. The lower melting fats can be used more successfully, since it is not necessary to depend on the higher melting fats to minimize fat migration.

It is generally recommended that lecithin be used as follows:

In Caramels	3/4 oz to 2 oz per 100# of batch weight.
In Fudge	4 oz to 8 oz per 100# fat used.
In Nougats, Kisses, or Toffees	1 to 2% of the fat or oil used.
In fat containing centers	1 to 2% of fat used.

Finally, we should not forget that lecithin either alone or dissolved in fats or oils has many advantages as a slab dressing. An oil containing lecithin will spread out into a thinner film and give complete coverage. This film is less likely to be effected by moisture and less fat will be transfered to the surface of the confection. More recently it has been found that extremely thin films of lecithin sprayed on to surfaces by pressure type equipment are very effective.

Another type product developed from the soybean which should be of general interest to the confectionery industry is the edible protein type products. Soya flours have long been produced, and used in many food products. As in the case with lecithin though, the improvements through the years in production techniques has made the present product much more acceptable. Consequently, the applications are increasing and the newer products should be re-evaluated in the candy industry.

Products of this type are available in a range of particle size from a number 5 soya grit to a 300 mesh soy flour. They are also available with different degrees of heat treatment. The so-called "white" flour is produced with little heat and has a beany or bitter taste that is generally unacceptable in foods. It is not recommended in foods unless they are further processed to destroy this soybean flavor. The cooked product is the most bland type while the cooked and toasted product has a nut-like flavor. Besides affecting flavor and color, the proper treatment also destroys what is known as the anti-trypsin factor and improves the nutritional quality of the protein.

In addition to the defatted soy flour products, soy flours are available with varying degrees of fat supplied either as soybean oil or as soy phosphatides. While the products containing oil may be generally recognized, those containing lecithin may be of specific interest. The lecithinated flours are made in a range of from 3 to 15% lecithin and offer a convenient way to introduce both lecithin and flour at the same time.

In the confectionery field soya grit type products have been used in coatings because of their chewy texture and could be used as a nut substitute. Soy flours can be used to aid emulsification, absorption and retention of liquids, structural formation, and supply essential nutrients. The lecithinated flours give the advantage of lecithin and in addition add body and cut down on tailings.

While soy flours contain in excess of 50% protein, there are limations to its use in certain applications. As a result, isolated soy proteins have been developed with low fiber content, good color, bland flavor, and certain desirable physical characteristics. While it is possible to produce these products to contain 100% protein, generally they contain around 93% to 95% protein because of economic considerations.

Several types of protein products have appeared on the market in the last few years. The iso-electric proteins are unmodified soybean proteins which have been isolated at a pH of approximate-

ly 4.6 and are insoluble in water. A soybean proteinate is also available which is unhydrolyzed. This product has a pH of approximately 7 and is easily dispersible in water. The iso-electric proteins can be dispersed with alkali and will then display the same physical characteristics as the proteinate.

Protein dispersions in water of 8 to 10% can be prepared without undue thickening. However in this range of concentration the viscosity is sensitive to changes of pH, temperature and chemical environment. With a sufficient increase in temperature such dispersions can be made to setup as irreversible gels. The isolated soy proteins which are available commercially do not have the proper coagulability as egg white does. On the other hand, in confections where high sugar is used, egg whites do not coagulate either.

There is very little information available on the application of isolated soy proteins to the confectionery field. However, some thought has been given to the use of these products in dietetic type candies and in low calorie type candies. While there is interest in the isolated proteins because of their nutritional value, the physical characteristics are of importance. These products are of value because of their foaming, gelling, dispersing, emulsifying, stabilizing, water holding, and dough forming properties.

There have been a number of patents issued on the application of isolated proteins in the food field. One area of interest has been in the production of protein fibers by extruding a gel precusor protein solution and converting it into fibers by application of heat. Another procedure is to extrude the gel into an acid both to precipitate the protein and form a fibrous structure. These fibers can then be intermixed with fat and flavor ingredients to produce a product with the desired characteristics. This makes possible the production of a variety of new foods with unusual form, texture, flavor, color and nutritive value.

Sometimes soy proteins are enzyme hydrolyzed to produce a product which is known by the misnomer of "soy albumen". These products are mainly polypeptides which are normally used in the confectionery industry for their whipping properties. They can be used in all types of creams, fudge, grained candies, nougats, kisses, etc. Basic formulas are available for their use in these confections. In addition this type product is being used to create a creamier foam in root beer and other type foam products.

One generally cannot discuss protein addition to foods without having increased nutrition in mind. This may appear out of place in a specialty food such as candy which is eaten because of the highly desirable flavor and texture characteristics. We have come to accept candy as a very pleasant food supplying quick energy but certainly not protein. With the increasing awareness though, of the importance of good nutrition and the value of protein, it appears reasonable that our future confections may also supply some of our daily protein requirements.



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The Candy, Chocolate and Confectionery Institute

Announces name of Public Relations Agency . . . . . .

The Candy, Chocolate and Confectionery Institute has chosen Theodore R. Sills & Company, Chicago, Illinois, as their public relations agency for the coming publicity campaign. The Sills agency has served other food industries in this capacity and has among its clients the National Macaroni Institute and the National Pickle Packers Association. Per capita consumption of macaroni has increased from six to seven and a half pounds in the twelve years that Sills has handled the industry publicity. Pickle tonnage has increased 74 percent in the fourteen years that Sills has worked for that industry's association.

The Sills agency, who worked in the past with the Associated Retail Confectioners' Candy Institute program, cited negative publicity regarding overweight and dental problems as having an adverse affect on candy. A positive appeal to the public with the aim of changing prevailing social habits is planned by the agency. Gordon Winkler, vice president in charge of the Chicago office, will serve as the agency's account supervisor.



(Left to right) Thomas J. Sullivan, Associated Retail Confectioners; Bradshaw Mintener, Chocolate Manufacturers Association; Henry Blommer, Blommer Chocolate Co.; John A. Mavrakos Candy Co.; Theodore R. Sills, president of Theodore R. Sills & Co.; Douglas S. Steinberg, National Confectioners Association and C. M. McMillan, National Candy Wholesalers Association are shown shortly after the selection of the Sills agency as the industry's public relations firm was announced.

On October first the Institute released the list of Charter Subscribers to the public relations campaign. As a service to the industry *The Manufacturing Confectioner* is publishing the entire list as an honor roll of industry leaders who recognized the need to support this important campaign.

Releases list of contributors to P. R. fund .....

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R. W. Pool Co., Valparaiso, Ind.
Primrose Candy Co., Chicago, Ill.
Quality Candy Shoppe, Milwaukee, Wis.
Reed Candy Co., Chicago, Ill.
Fred Sanders, Detroit, Mich.
Sisco-Hamilton Co., Chicago, Ill.
Sperry Candy Company, Milwaukee, Wis.
Howard B. Stark Co., Pewaukee, Wis.
Stevens Candy Kitchens, Inc., Chicago, Ill.
Vair-E-Best Candies, Detroit, Mich.
Wayne Candies, Inc., Fort Wayne, Ind.
Webster Candy Corp., Eau Claire, Wisc.
Williamson Candy Company, Chicago, Ill.
Zachary Confections, Inc., Chicago, Ill.

Suppliers:

American Linen Supply Co., Chicago, Ill.
American Partition, Milwaukee, Wis.
Edward Don & Co., Chicago, Ill.
Durkee Famous Foods, Chicago, Ill.
Fabricon Products, River Rouge, Mich.
Federal Paper Board Co., Morris, Ill.
Gunther Products, Galesburg, Ill.
Horlick's Corp., Racine, Wis.
Keeline Co., Chicago, Ill.
H. Kohnstamm & Co., Inc., Chicago, Ill.
KVP Sutherland Paper Co., Kalamazoo, Mich.
William Leman, Bremen, Ind.
Marathon, Menasha, Wis.
Maxwell Bros., Inc., Chicago, Ill.
Milprint, Inc., Milwaukee, Wis.
Murnane Paper Co., Chicago, Ill.
Nicolet Paper Corp., West De Pere, Wis.
Savage Bros. Co., Chicago, Ill.
Wm. J. Stange Co., Chicago, Ill.
Wabash Fibre Box Co., Terre Haute, Ind.
Weyerhaeuser Co., Chicago, Ill.

REGION SIX

Abdallah, Inc., Minneapolis, Minn.
Karl Bissinger, Inc., St. Louis, Mo.
Boles and Clay Brokerage Co., St. Louis, Mo.
Clemens & Green, Paola, Kansas
Feerick Candy Co., Joplin, Mo.
Fenn Bros., Sioux Falls, S. D.
Fritz Candy Co., Newport, Minn.
Funsten Pecan, St. Louis, Mo.
General Tobacco & Candy Co., Lincoln, Nebr.
Griffith Sales Co., St. Louis, Mo.
Herman Junker Candy Co., Stillwater, Minn.
Mavrakos Candy Company, St. Louis, Mo.
Nu Bro Dist. Co., Ottumwa, Iowa
Palmer Candy Co., Sioux City, Iowa
Pearson Candy Co., St. Paul, Minn.
Poe Candy Co., St. Joseph, Mo.
Schuler Chocolate, Winona, Minn.
Stevens-Turville, Hutchinson, Kansas
Russell Stover Candy Co., Kansas City, Mo.
Switzer's Licorice Company, St. Louis, Mo.

Suppliers:

Mid West Wax Paper, Ft. Madison, Iowa
Monsanto Chemical, St. Louis, Mo.
Schleicher Paper Box Co., St. Louis, Mo.

REGION SEVEN

Elliott Candy Co., Chickasha, Okla.
King Candy Co., Forth Worth, Texas
Lyons Specialty Co., Baton Rouge, La.
Pecan Joe, Texarkana, Texas
Lee Richardson Brokerage, Garland, Texas
Everett Sutton Brokerage, Garland, Texas

Suppliers:

Hou-Tex Peanut Co., Houston, Texas
Rubenstein & Sons, Inc., Dallas, Texas

REGION EIGHT

Anderson-Hayes Wholesale, Havre, Mont.
Bluebird Candy Company, Logan, Utah
Don Cresswell Wholesale, Casper, Wyoming
Glade Candy Co., Salt Lake City, Utah
Jerry Hirsch Brokerage, Albuquerque, N. M.
W. F. Jensen Candy Factory, Logan, Utah
Maxfield Candy Co., Salt Lake City, Utah
Mrs. J. G. McDonald Choc. Co., Salt Lake City, Utah
Ostler Candy, Salt Lake City, Utah
Sweet Candy Company, Salt Lake City, Utah
Harvey Thiele ompany, Santa Fe, N. M.

REGION NINE

American Licorice Company, San Francisco, Calif.
Annabelle Candy Co., Inc., San Francisco, Calif.
Blum's, San Francisco, Calif.
Cardinet Candy Co., Inc., Oakland Calif.
Ghiradelli Chocolate Company, San Francisco, Calif.
Gimbal Brothers, South San Francisco, Calif.
Herman Goelitz Company, Oakland, Calif.
Golden Nugget Sweets, Ltd., San Francisco, Calif.
Helen Grace Candies, Lynwood, Calif.
Guittard Chocolate Company, San Francisco, Calif.
Hoffman Candy Company, Los Angeles, Calif.
Hooper's Chocolates, Oakland, Calif.
Los Angeles Nut House, Los Angeles, Calif.
Market Confections, Inc., Los Angeles, Calif.
Thomas J. McAdams, Regional Manager, Necco, Los Angeles, Calif.
McFarlane's Candies of Southern California, Los Angeles, Calif.
Harry M. Nelson Company, San Francisco, Calif.
Partrick's Candies, Napa, Calif.
Pearson Candy Co., Culver City, Calif.
Safeway Stores, Oakland, Calif.
Miss Saylor's Chocolates, Inc., Alameda, Calif.
See's Candy Shops, Inc., Los Angeles, Calif.
Sierra Sales Co., Sacramento, Calif.
Allen Wertz, Los Angeles, Calif.
Western Confectioner, San Francisco, Calif.
White Candy Co., San Francisco, Calif.

Suppliers:

Continental Nut Co., Chico, Calif.

REGION TEN

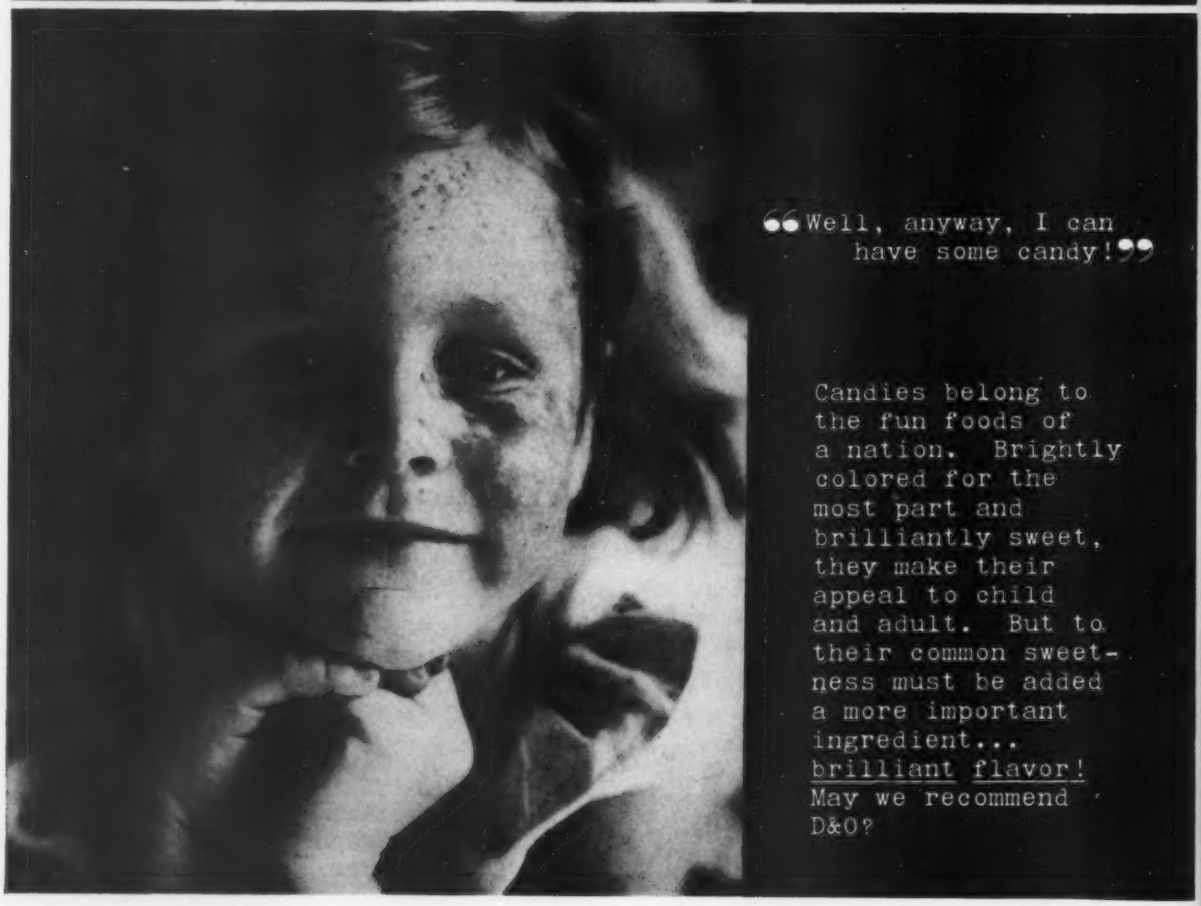
Imperial Candy Co., Seattle, Wash.
Johnson Candy Company, Tacoma, Wash.
Liberty Orchards Company, Inc., Cashmere, Wash.
Rogers Candy Company, Seattle, Wash.
Vernell-Thompson Candy Co., Seattle, Wash.
Washington Chocolate Co., Seattle, Wash.

OTHER COUNTRIES

Suppliers:

Otto Haensel, Jr., Hanover, West Germany
Mikrovaerk A/S, Copenhagen, Denmark





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Eye Appeal

"No other nut is available in so many sizes, shapes and forms useful to candymakers."

In Honey Nougat and Almond Clusters (top), in English Toffee and Divinity Kisses, you can see the eye appeal that translates into sales appeal when you offer almond candies. They look *good enough to eat . . . and are.* If you'd like the formulas for the items shown (and many others) we'll be glad to send our free candy formula booklet. Write us today, on your letterhead, please. Get set for future competition by offering almond candies.

BLUE DIAMOND ALMONDS

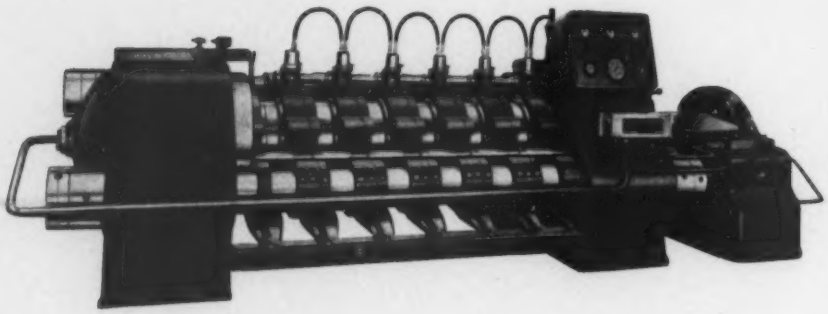
CALIFORNIA ALMOND GROWERS EXCHANGE

P. O. Box 1768, Sacramento 8, Calif., Sales Office at 75-35 31st St., East Elmhurst, L. I., New York

HORIZONTAL COCOA PRESS "POV. 430/6"

- Six Pots: 200 lbs.
- Pneumatically controlled feed valves.
- Fully automatic performance.
- Two pressings per hour down to 10% fat—or lower—remaining in the cocoa cakes.

Carle & Montanari INC (U.S.A.)



50 years experience

12 POT HORIZONTAL COCOA PRESS

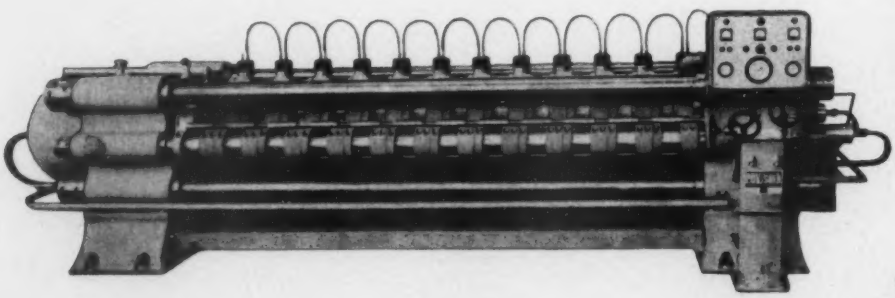
Type-"POV/540"
Capacity 550 lbs.
4 pressings per hour with 22/20% fat in the cakes.

Type-"POV/540/b"
Capacity 375 lbs.
2 pressings per hour with 10% fat in the cakes.

NEW:

Fully automatic operation

Patents Pending Throughout the World



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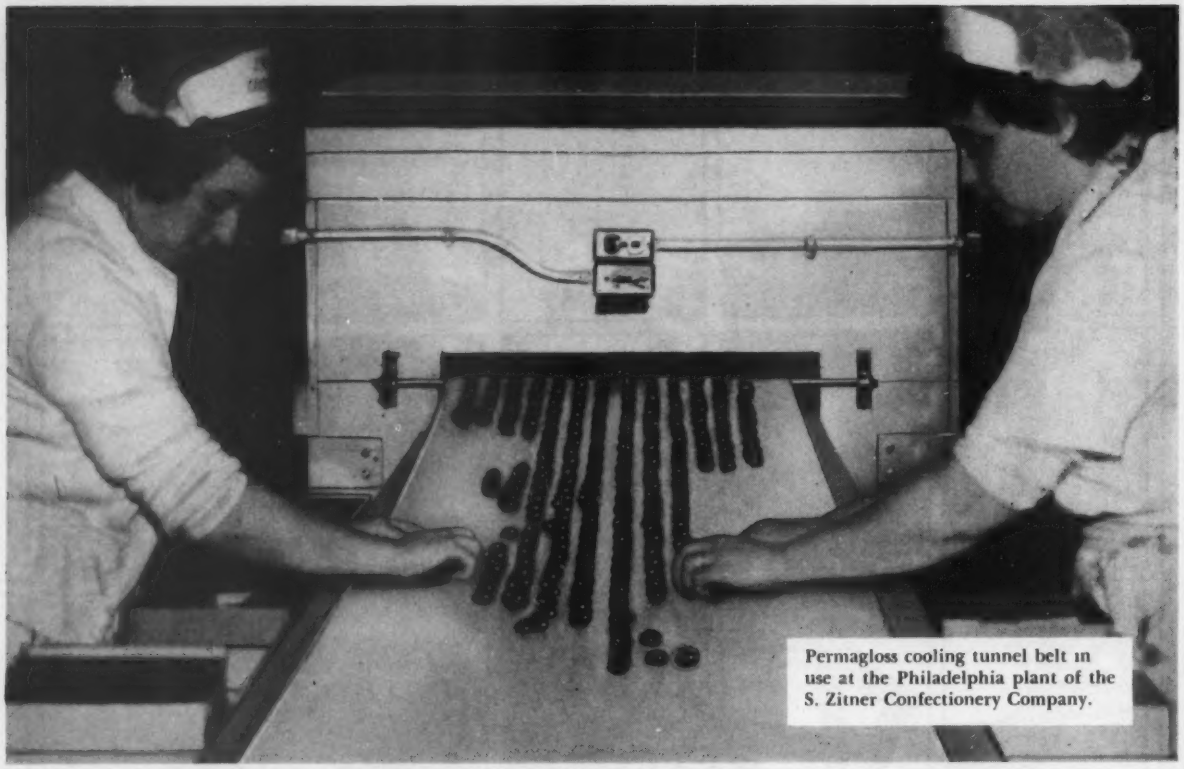
You can't judge the taste from the outside...

. . . and with confections, it's the taste that counts. Clinton corn syrups provide added body, improved texture and shelf life. Why not try Clinton corn syrups today?

CLINTON TECHNICAL SERVICE is freely available upon request.

CLINTON

CLINTON CORN PROCESSING COMPANY, CLINTON, IOWA



Permagloss cooling tunnel belt in use at the Philadelphia plant of the S. Zitner Confectionery Company.

TWO YEARS OLD—AND THIS PERMAGLOSS BELT IS STILL AS GOOD AS NEW!

In May, 1958 the S. Zitner Company installed Permagloss belting in its cooling tunnel.

In May, 1959, to allow lengthening of the tunnel, a 30-foot addition was spliced into the belt.

Today the original belt, the splice and the new length are all functioning perfectly.

Competitive belts used in the same installation gave an average of six months service.

Mr. Leon Sherman, Manager of the Zitner Company, states: "I feel that if Permagloss Belting is installed properly and not abused, it will last almost indefinitely. Our belt is in constant use. Yet, it shows no physical deterioration, no chemical damage. In my opinion, Permagloss is the answer to one of the confectionery industry's age-old problems."

Mr. Sherman also points out that Zitner is proud of the perfect, high-gloss candy bottoms produced by the mirror-smooth Permagloss surface.

Permagloss can replace almost any other belting material on a food line conveyor and give better service. Yet, it actually *costs less* than most! Write today for a sample of Permagloss, plus full information and the address of your nearest authorized Permagloss Technical Representative.

WHY PERMAGLOSS BELTING WILL OUTPERFORM ANY OTHER

Made of DuPont Mylar® and Firestone Vinyl.

Amazingly tough and durable.

Dimensionally stable.

Impervious and inert to all food substances.

Mirror-Smooth top surface.

Embossed, nonslip bottom surface.

Withstands temperatures from 0° F. to 275° F.

Does not crack or craze.

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MC CANDY PACKAGING AND MARKETING

"The Dillon Study"

One of the most effective promotion tools that has come the way of this industry in some time is the recent publication of the "Dillon Study" by the editors of *Progressive Grocer* magazine.

This study has been quoted by convention speakers and by salesmen to innumerable buyers for food stores. The reason for this enthusiasm is because this detailed study in depth of a grocery operation in supermarkets confirms what many candy salesmen had known and preached for many years, but had never been able to document.

The study provides an amazingly detailed breakdown of sales of a group of five supermarkets in Kansas, based on two surveys of a total of sixteen weeks in 1959, eight weeks in the spring, and eight in the fall. This spacing was done to cancel, as much as possible, the seasonal influences that distort sales of any given period.

The results of this study document the fact that candy is one of the greatest producers of impulse sales in the food store, and that, as a steady seller and without the benefit of special promotions, produces a very substantial portion of a food store's sales and profits.

Specifically, this study showed that candy is the highest unit seller in the grocery department of the supermarket, and by a fairly wide margin, and it produces dollar sales that rank eighth in the grocery department. Thus, in spite of its low unit price, the very high unit sales that it enjoys ranks it eight out of 38 in dollar sales, and its very attractive margin raises its place in the production of dollar margins to fifth place among these same thirty eight major product groups in this regard. See Table I.

During this survey, candy produced 2.1% of the stores' average dollar sales, and produced 2.5% of the stores average dollar margin (Table II). If these percentages were to be equalled nationally the candy business would be a long way up the ladder of increased sales.

The combination of very high unit sales with larger than average margins, produces an excellent

TABLE I

CATEGORY	Weekly Unit Sales	Weekly Dollar Sales	Weekly Dollar Margin	Penny Profit per Unit Sold
TOTAL STORE	100,425	$33,377	$7,268	7.2¢
All Grocery Products	48,409	$15,798	$3,135	6.5
Candy	5,172	702	181	3.5
Paper Products	3,727	704	178	4.8
Cannel Vegetables	3,310	693	147	4.5
Baking Needs, Mixes, Flour	3,270	1,264	192	5.9
Soft Drinks, Beer	2,412	968	196	8.1
Soaps, Detergents	2,256	966	120	5.3
Canned Fruits	2,224	641	144	6.5
Household Supplies	1,852	803	259	14.0
Crackers, Cookies	1,741	566	152	8.8
Baby Foods	1,735	215	23	1.3
Soups	1,666	282	35	2.1
Snacks	1,462	511	122	8.3
Pet Foods, Supplies	1,413	336	68	4.8
Coffee, Tea, Cocoa	1,391	981	91	6.5
Cereals	1,359	403	72	5.3
Prepared Foods	1,337	285	59	4.4
Health & Beauty Aids	1,241	788	276	22.3
Desserts	1,196	148	24	2.0
Condiments, Sauces	1,049	229	50	4.7
Cigarettes, Tobacco Products	948	1,628	90	9.4
Canned Juices	883	286	60	6.8
Jams, Jellies, Spreads	688	289	68	9.8
Milk, Canned & Dry	678	132	15	2.1
Magazines	673	169	41	6.1
Fish, Canned	556	208	46	8.4
Pickles, Olives, Relishes	554	203	57	10.3
Salad Dressing, Mayonnaise	502	193	32	6.4
Salt, Seasoning, Spices	441	103	31	7.1
Meat, Canned	439	163	33	7.5
Housewares	433	252	82	19.0
Macaroni Products	368	87	19	5.0
Stationery	359	87	39	10.8
Soft Goods	331	249	66	20.0
Dried Vegetables	272	67	15	5.5
Dried Fruit	181	78	17	9.6
Dietetic Foods	179	64	18	10.2
Chinese Food	69	29	6	8.8
Toys	42	26	9	21.6

TABLE II

Product Group	Dollar Sales	% of Total Store Sales	% Margin on Sales	Dollar Margin	% of Total Dollar Margin
CANDY	**$ 702.00**	**2.10%**	**25.8%**	**$ 181.39**	**2.50%**
Candy	647.74	1.94	26.7	172.65	2.38
Package (cello and box)	462.16	1.37	26.4	121.91	1.68
5¢ Candy	80.10	.24	19.7	15.79	.22
10¢ Candy	52.62	.16	33.6	17.68	.24
Marshmallows	28.40	.09	26.4	7.49	.10
Caramel Corn	9.02	.03	32.2	2.90	.04
Cough Drops	7.24	.02	48.9	3.54	.05
1¢ Candy	1.65	.01	37.0	.61	.01
Misc.	6.55	.02	41.7	2.73	.04
Gum	54.26	.16	16.1	8.74	.12



Photo courtesy Progressive Grocer magazine

Display		Normal		Increases	
Units	$	Units	$	Units	$
164	$47.56	18	$5.22	811%	811%



Photo courtesy Progressive Grocer magazine

Display		Normal		Increases	
Units	$	Units	$	Units	$
45	$10.50	4	$1.16	1,025%	805%



Photo courtesy Progressive Grocer magazine

Display		Normal		Increases	
Units	$	Units	$	Units	$
75	$16.88	18	$4.50	316%	275%



Photo courtesy Progressive Grocer magazine

Display		Normal		Increases	
Units	$	Units	$	Units	$
299	$37.38	22	$2.75	1,259%	1,259%

record of return-on-investment. Table III shows that candy ranks ninth of all items in the grocery department in return on invested capital, and counting only food items, ranks fifth.

TABLE III

For each dollar invested in inventory at the beginning of the year, here's what each department in the grocery section returns at the end of the year.

Stationery	$13.26	Pickles—Olives—Relishes	$3.93
Crackers-Cookies	$9.81	Fruit, Dried	$3.88
Magazines	$9.34	Desserts	$3.80
Soft Drinks—Beer—Etc.	$8.58	Jams—Jelies—Spreads	$3.79
Snacks	$7.57	Salad Dressings—Mayonnaise	$3.79
Fruit, Canned	$5.90	Salt—Seasoning—Spices	$3.66
Health & Beauty Aids	$5.82	Fish, Canned	$3.62
Soft Goods	$5.54	Soup	$3.14
Candy	$5.45	Pet Foods—Supplies	$3.04
Household Supplies	$5.38	Baking Mixes—Needs—Flour	$2.88
Ju'ces	$5.38	Meat	$2.78
Prepared Foods	$5.27	Dietetic Foods	$2.69
Cereals	$5.27	Dried Vegetables	$2.64
Vegetables	$5.24	Toys	$2.51
Paper Products	$5.16	Soaps, Detergents, Ldry Supplies	$2.46
Condiments—Sauces	$5.07	Milk	$2.24
Macaroni Products	$4.74	Chinese Foods	$2.02
Housewares	$4.16	Coffee—Tea—Cocoa	$1.68
Grocery Section Average	**$4.18**	Baby Foods	$1.63
		Cigarettes—Tobacco Products	$1.33

However, perhaps the most important figures are those relating to the effects of special promotions. In this category, candy produces truly amazing results. Compared to all items in the food store candy produced the greatest dollar earnings from special displays of any of the grocery items, with only the exception of the basic fruits and vegetables. The interesting fact in this record is that it is often obscured in the emphasis on percentages that so often seem to hypnotize the buyer.

In the "Dillon Study" 1877 display exposures in five supermarkets were studied, with records of complete sales, margins and earnings kept on each one.

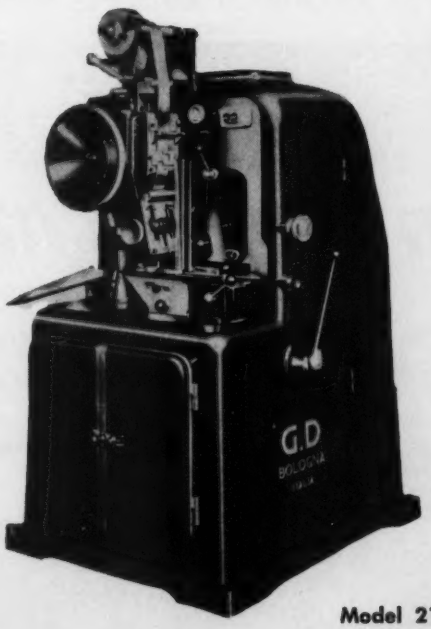
Normal unit sales of candy increased in these special displays by only 243%, less than half the average of 536% for all displays. Normal dollar sales increased only 208%, barely more than half of the average for all items of 395%. Yet in dollar margin earned by these displays (110 out of 853 total) was $1,777 out of $18,288 for all items standing third behind fruits and vegetables, but ahead of all of the twenty six categories of grocery items.

This emphasis on special displays for candy, and their record of providing outstanding dollar margins from these displays, is one of the most important marketing facts in food store merchandising. In the Dillon stores, candy provided 7.2% of the grocery dollar margin, on 5.6% of grocery dollar sales, in only 5.2% of the grocery display space.

This proven record of earning capacity in food stores, based on its (1) regular and consistent sales from regular shelf space, and (2) its amazing response to special displays in all seasons and for a multitude of occasions, should be the basis of a concerted industry effort to make a bigger and more profitable place for candy in the food store.



GD Supermatic



Model 2100

AUTOMATIC FOLDING AND EMBOSSING FOR CHOCOLATE OR CHEWING GUM



Speeds of 80-100 per minute with patented one roll foil feed. Sizes ¾" to 3⅛".



SUPERMATIC PACKAGING CORP.
979 Lehigh Avenue, Union, New Jersey
BENEDICT R. MARFUGGI, Vice President — Sales Manager

SALES-WINNER!

Flavour Candies in new bags of Du Pont "K"* cellophane 600 are selling better than ever! This Chicago candymaker switched to this new, *extra-tough* film to benefit from maximum visibility, extra rigidity, durability to resist rough supermarket handling. The individual candies wrapped in colorfully printed MSD-51 are doubly protected, keep as fresh and flavorful as they look. Find out how you, too, can win sales, package more profitably with Du Pont cellophane. Talk to your Du Pont Representative or Authorized Converter. Du Pont Co., Film Department, Wilmington 98, Delaware.

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BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

KEPT FRESH IN
K*
CELLOPHANE
* DU PONT TRADEMARK



Imports Gain With Quality Wraps

Imported candy has risen in volume from 17 million pounds to 51 million pounds in seven years —a 300% increase!

What is the reason for this spectacular increase? Taking as an example imported sugar candies we find that, by and large, the quality is not above that of their U. S. counterparts. Pricing to the consumer is generally higher for imported goods, despite the fact that labor and certain raw materials cost less in other countries. If price and quality can be discounted what then makes a consumer choose the imported rather than the domestic product?

Sales of imported candy

	Million Dollars	Million Pounds
1952	6.5	17.3
1953	8.7	21.5
1954	9.3	22.5
1955	11.4	29.8
1956	13.1	37.6
1957	13.5	37.3
1958	15.4	43.3
1959	17.8	51.4

Source: "Confectionery Sales and Distribution" of The U.S. Department of Commerce for 1954 through 1959.

First and probably last is the prestige factor. It is hard to imagine another valid reason despite the fact that the customer would probably not recognize the "status symbol" motivation in himself and would cover with some other reason.

A foreign product of any type carries with it, these days, the implication that the person who bought it has exceptional taste.

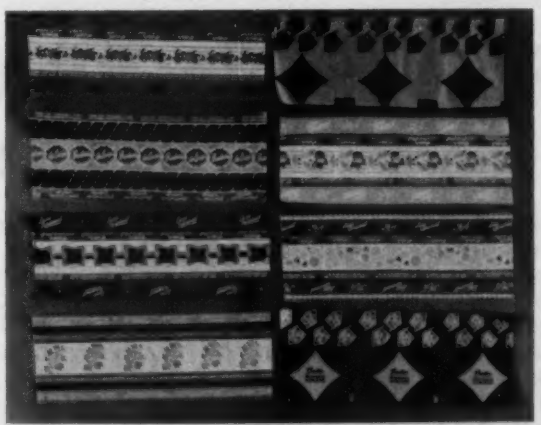
Part of this quality image is, of course, the pure "snob appeal" of any product from another country. But in the case of foreign sugar candies a large part of the quality image is the packaging.

The illustrations accompanying this article are of typical wraps for European sugar candies. Notice that in most cases very little of the product is shown through the cellophane. The philosophy that an illustration can, in some cases, be more eye-appealing than the product itself has not found wide acceptance in this country, at least when it comes to individual wraps for sugar candies. But this idea, or the idea that the illustration can be used to complement the product, is the predominant theme of the wraps for imported hard candies and toffees.

The appeal of the printed wrap for individual pieces is no more apparent than in the variety stores which maintain a separate display for domestic and imported pick and mix assortments. Colorful wrappings are an added impulse incentive to housewives who want to set forth the most attractive candy dish possible in their homes.

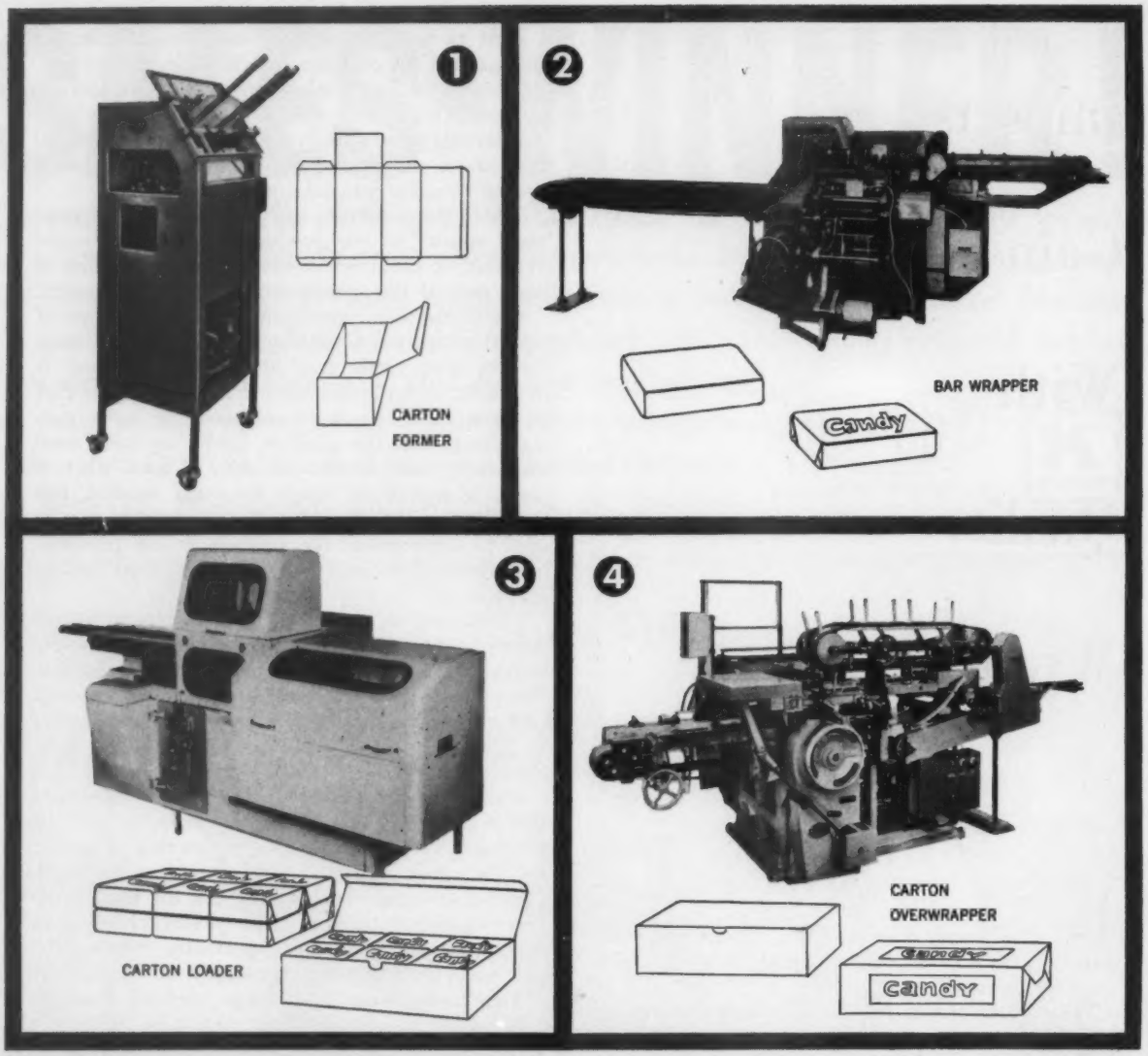
European candy manufacturers are convinced that a basic premise of promotion is to "sell the package." This means design—design that says more for the candy than the candy can say for itself. Continental candy wrappers speak for their products suggesting the kind and quality of the contents and, perhaps more importantly, relating the gay colors to the joy of eating candy.

The confectioner is a large user of Europe's



Courtesy American Viscose Corp.

These are all individual piece wraps. On the bottom and top right are sachet wraps for cream filled hard candy. The four color reverse rotogravure printing is by Kallo. The remainder of the pieces are for twist wraps of filled hard candy. They are printed in two to four colors reverse roto. A wax paper lining adjacent to the candy is used with these wraps. The lining is fed to the cello roll previous to wrapping.



FORGROVE 88 CARTON LOADER

Completes Integrated Packaging Line

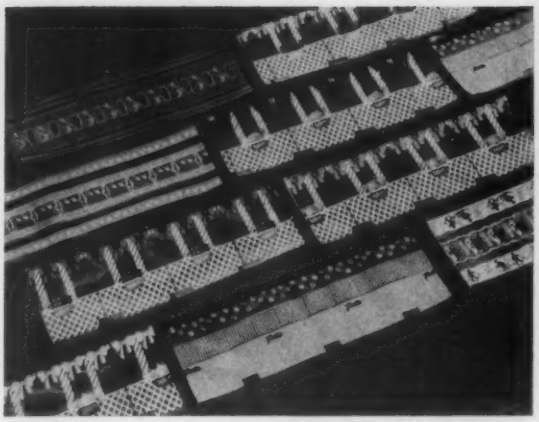
The final step in completely automatic packaging is now available from Packaging Machinery. The Forgrove88 Carton Loader readily ties in with many PACKAGE and Forgrove wrapping machines in addition to the ones shown. The 88 automatically loads candy bars, packs of cookies for vending machines, and other products in single or multirow formations. Will load at speeds up to 60 layers per minute into open topped trays or hinged-cover cartons. For full details on an integrated packaging line or for information on how to adapt the Forgrove 88 Carton Loader to your particular needs, call your nearest PACKAGE sales representative today.

1. The Tray-Lock is one of 3 PACKAGE carton forming machines to use inexpensive, die-cut blanks.
2. The DF-1 candy bar or biscuit wrapping machine is one of many in the PACKAGE line for wrapping small products.
3. PACKAGE carton forming and wrapping machines tie in easily to the new Forgrove 88 Carton Loader.
4. The FA, most widely used overwrapping machine in the PACKAGE line, wraps with wax or kraft paper, cellophane, polyethylene or reinforced foils.

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PACKAGE MACHINERY COMPANY, EAST LONGMEADOW, MASS.
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DALLAS • DENVER • LOS ANGELES • SAN FRANCISCO • SEATTLE • TORONTO • MEXICO CITY

PACKAGE



Courtesy American Viscose Corp.

On the left top and the bottom right are twist wraps for filled hard candy. These are sports designs (hockey, tennis, skiing, soccer). The inside is lined with paper or foil. Printing is by Kalle. The remainder of the sachet wraps have an inside liner for filled hard candy. Printing is by Kalle.

transparent film output and in the high speed, highly automated European candy factories cellophane is the principal film used. A wide variety of colors, (pastels, golds, shades and tints of primary colors) are used to attract the customer to the product.

United States manufacturers are facing the competition of imported surgar candies from a less than advantageous position. It would be hard to imagine an unprinted bar wrapper or even an unwrapped bar attempting to compete in the bar goods field as it is today. In the case of hard candies the import competition is forcing the manufacturer to take a close look at how he is presenting his product to the consumer. An unwrapped piece or an unprinted wrapper has a strike against it when placed next to the colorfully printed wrappings of European goods.

Any question that the American confectioner would have trouble getting the type of design work and printing used in these European wraps is dispelled by the following comment made by Dill Walsh, president of Package-Craft, Inc., a medium-sized film converter in Paterson, New Jersey.

"Many of our American film converters can match or surpass the high quality of these interesting illustrations as well as the fine printing on the cellophane, but we are limited by the customer's attitude toward his packaging, and especially by the budget he makes available for it.

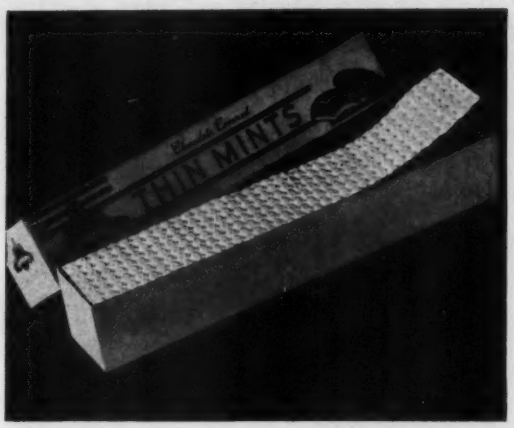
"First-rate package designing requires long study and much preparation, plus buyers who understand and appreciate this preparatory work, plus their willingness to pay the costs of it.

"Only in recent years have pastels been approved, timidly; maybe as these experiments prove their sales-value we will have more experiments into this type packaging."

There is no doubt that if and when there is a change in philosophy on individual piece wraps the American converter will be ready to serve the manufacturer.

For Maximum Protection at Lowest Cost

Use SWEETONE Decopad



The most widely used candy padding in the United States. We maintain a special converting department to emboss, cut and die cut our paddings to your requirements.

Write Today for a new folder containing actual samples of our complete line of Sweetone Paper Products for manufacturing confectioners including:

Glassine	Chocolate Dividers
Waxed Papers	Boat & Tray Rolls
Wavee Parchment	Layer Boards
Embossed Papers	Die Cut Liners

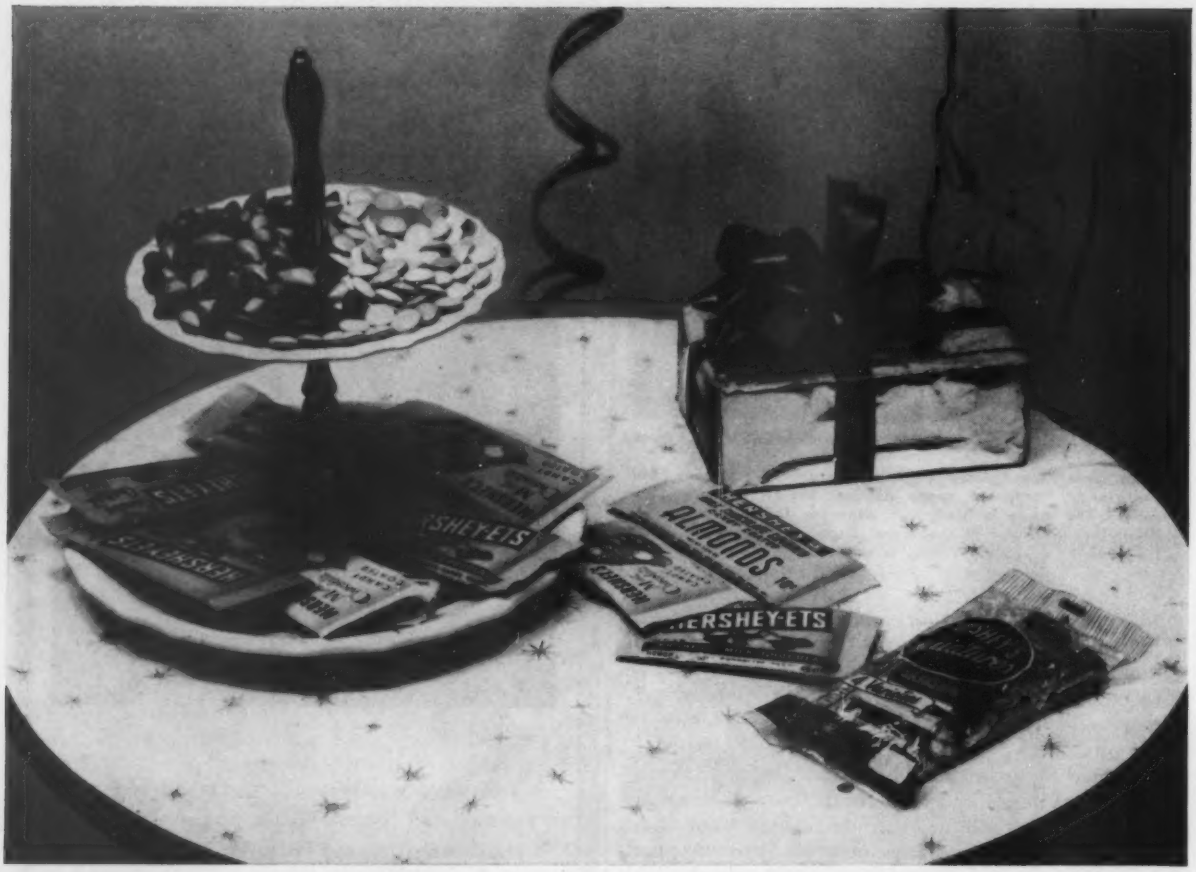
Candy Box Paddings

George H. Sweetnam, Inc.

282-286 Portland Street, Cambridge, Mass.

SWEETONE PAPER PRODUCTS

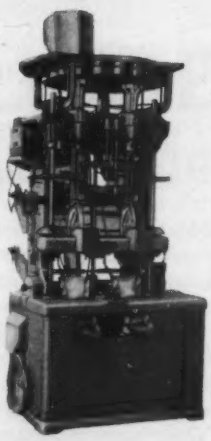
Representatives in Philadelphia, Detroit, Baltimore, Chicago, Dallas, Los Angeles and Seattle.



FMC Stokeswrap is "performance-proved" for dependable efficiency at Hershey

At Hershey Chocolate Corporation, the dependable, efficient operation of FMC Stokeswrap has been proved day after day for many years. A large battery of these machines is used to pouch-package a wide range of products such as Hershey-ets, candy-coated mint chocolates, milk-chocolate-covered almonds and Hershey Miniatures in both cellophane and heat-sealable paper.

Hershey is one of many well-known food packagers who depend on the proved design of FMC Stokeswrap for maximum production and minimum maintenance. The Stokeswrap handles practically all heat-sealable materials including polyethylene with models for pillow, four-seal and strip packages. Two and four-tube machines are available with pocket, auger, tablet counting, net weight or liquid feed systems offering a high degree of accuracy and a top speed of 240 packages per minute. Electric eye control with constant web tension assures accurate registration. Capacities range upward to 1½ pounds depending on product.





For complete details, write for your copy of Stokeswrap Bulletin P-801.

Putting Ideas to Work

FOOD MACHINERY AND CHEMICAL CORPORATION

FMC Packaging Machinery Division

Stokes & Smith Plant

4924 SUMMERDALE AVENUE, PHILADELPHIA 24, PA.

	BOTTOM FOLD	VIENNA BON BON	FOILING	SACHET	DOUBLE TWIST	BAND & FOIL	BUNCH	END FOLD	TUBE WRAP
CAMPBELL WRAPPER									✓
CARLE & MONTARI	✓	✓		✓	✓	✓		✓	
EUROMAC SAPAL	✓	✓	✓	✓	✓	✓	✓	✓	
FORGROVE	✓	✓	✓	✓	✓	✓	✓	✓	
OH HAENSEL	✓	✓	✓	✓	✓	✓	✓	✓	✓
HANSELLA									✓
IDEAL	✓								
RASCH			✓		✓	✓		✓	
ROSE	✓	✓	✓	✓	✓	✓	✓	✓	
SIG	✓	✓	✓		✓	✓			
GD SUPERMATIC	✓	✓	✓	✓	✓	✓	✓	✓	

Revisions, already!

Since this chart was published in this magazine in the August issue it has already become out of date. We are republishing it below with the additions of a half dozen checks to indicate more thorough coverage of the various types of individual wraps by the machinery manufacturers.

The competition to design the fastest, most versatile and the most dependable machine among a half dozen or so firms has provided the candy manufacturer with a remarkable group of machines. These machines, represented by check marks in the table, are one of the finest examples of the greatly increased productivity of modern machinery.

When compared with the developments in starch casting, cooking, chocolate coating, cream beating and other standard candy making operations, the post-war development of wrapping machinery stands out as the outstanding example of greater efficiency among all types of equipment found in the candy factory.

Confex

PACKAGING SPECIALTIES PROTECT CONFECTIONS BEST!

DOUBLE "X" DIVIDER

TEN CELL CHERRY PARTITION

"U" BOARD

CIRCLE ANY SIZE

?

WHAT DO YOU NEED...

CANDY OR COOKIE PARTITION

CHOCOLATE OR WHITE CANDY DIVIDERS

BOX SHELL

DIE-CUT DIVIDER AND LAYER BOARD

CONFEX quality partitions and die-cuts add eye-appeal to your product and protect them from crushing, sticking together, etc. They are made from finest white, grey, kraft or dark chocolate cardboards . . . plain, waxed or silicated. Die-cuts are also made in plain, waxed, or glassine papers.

W.J. Bradford PAPER COMPANY SINCE 1924

3744 SOUTH ASHLAND AVE — CHICAGO 9, ILLINOIS — PHONE LAFAYETTE 3-0280



CANDY SELLS FASTER, STAYS FRESH LONGER IN CLEAR, LOW-COST POLYETHYLENE

From candy balls to boxed chocolates, polyethylene packaging adds sales appeal to your product . . . cuts dollars from your packaging costs. No other packaging film provides as many advantages because only polyethylene has this combination of properties:

Sparkling Clarity. Your product is displayed "live" at its tempting best.

Toughness. Polyethylene's excellent impact and tear strength insure protection. Even sharp edges of hard candy, brittles, pop and sucker sticks won't puncture this strong film.

Moisture Barrier. Polyethylene keeps moisture *in* such products as coconut, fudge, gums and jellies; keeps moisture *out* of brittles, mints, filled hard candy, pops, boxed chocolates—even boxed chocolates for freezing. Maintains marshmallows at proper relative humidity.

Flexibility. This film won't crack, crinkle or crackle like other wraps. Noiseless—a boon to movie goers—it also "feels" as natural as it looks.

Easy Printability. Clear, bright colors register sharply . . . make your trade name pop out . . . open up new design possibilities in novelty packaging.

Tight Seals. Polyethylene is easy to heat seal . . . stays sealed, even with rough handling.

Packaging Versatility. Polyethylene is available in small, medium and large bags; tubes; strip packs; and film for overwrap. Can be handled on automatic bagging and overwrap machinery at top speed.

Economy. Polyethylene costs less than other highly transparent packaging materials . . . pays extra dividends in longer shelf life of products.

Put these advantages to work for your company by contacting your bag or film supplier. U.S.I., manufacturer of PETROTHENE® polyethylene resins for bags and film, will be glad to work with you and him in selecting the right polyethylene film for your operation.

USTRIAL CHEMICALS CO.
Division of National Distillers and Chemical Corp.
99 Park Ave., New York 16, N. Y.
Branches in principal cities

New Packages



D. L. Clark Co. is packaging their Peanut Blossom Kisses in unique re-usable bags. The polyethylene bags are imprinted with animal caricatures or cartoon characters and instructions on the bag explain that after use the empty bag can be filled with cotton and sealed with cellophane tape to make a toy for a small child. The printed figures are on non-transparent white backgrounds but the other side of the bag is transparent carrying the Clark symbol, the name of the product, a price circle and a series of colorful geometric designs.



Chunky Chocolate is introducing a 3-Pack Bit-O-Honey bag for the Hallowe'en trade. It consists of three cellophane bags of regular 1¢ Bit-O-Honeys packed in a larger partitioned polyethylene bag. Thirty of the three packs are contained in a shipper display case.



Walter H. Johnson Candy Co. has introduced a 1/4 pound version of its Power House bar wrapped in white opaque glassine printed in red and blue.



S. L. Kaye Company has announced a number of additions to its line of imported candies packed in decorated tins. Three round tins called Riviera, Yachting and Gay Nineties contain English fruit drops, English toffees and a hard and filled assortment respectively. Geneva, Monaco and St. Moritz are candy chests containing fruit-flavored, toffee and hard-filled candies. High-fashioned tins shown above called Marion, Treasure Hunt and Carol each contain fourteen ounces of Lovell's "Top Ten" assorted candies.



Stephen F. Whitman & Son, Inc. is offering a consumer premium consisting of necklace chain, locket, pin and bracelet for $1 plus coupon from the back of any of the company's Self-Service line. A full-color counter display card will promote the offer at point of sale. The deal runs until June 30, 1961.

EFFICIENT *to use...to sell*–
BAG TOPS *by* CROCKER

Seal fast, firmly...sturdy stock won't tear or abrade during processing. Color fast inks won't fade, scuff or rub off. Supermarkets say Crocker bags tops sell fastest!

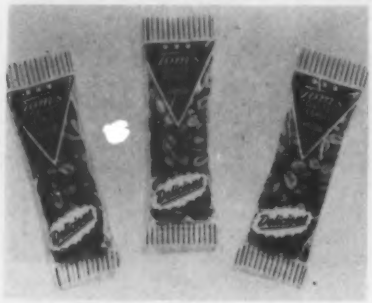
FAST DELIVERY! You can control accuracy and save money by using Crocker's 24-48 hour delivery service (anywhere in the country)!



LABELS • FOLDING CARTONS • ROLL LABELS
P-O-P MATERIAL

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SALES OFFICES: . . . Atlanta • Baltimore • Cincinnati
Chicago • Dallas • Detroit • Jackson, Miss. • Los Angeles
Minneapolis • New York • Oakland, California • Omaha
Philadelphia • Portland, Oregon • St. Louis • San Diego
Seattle • Tampa • Winter Haven • San Francisco

New England Confectionery Company is introducing a folding carton package of individually wrapped Rolo candies. Necco is the licensed producer in the U. S. for this product of John Mackintosh & Sons, England. The new package is designed for supermarket sales and will sell for 39 cents. The use of the Rolo logotype and the original brown color will establish the relationship between the 10 cent roll package and the new larger package. The Rolo roll will continue to be sold in all regular outlets.



Tom Huston Peanut Co. is now packaging their five-cent bag of peanuts with a duplex bag made from polymer resin coated cellophane. A special saran coating has provided moisture-proofness and is claimed to increase shelf life considerably. The company reports 25% sales increase and a 59% reduction in stale returns since the new package has been introduced.



James O. Welch is distributing Double Dipped Mints nationally. They are two pieces of milk and dark chocolate covered mint fondant in glassine cups. The outer wrap is a wax-lamination of white opaque glassine and sulphite paper. The piece will retail for ten cents.

Life Savers are being packed 20 rolls to a plastic bag for Hallowe'en sales. The bag tops are printed in orange and black and are specially coated to simplify heat sealing operations.



...with

PAK-APEAL

plastic trays

Picture your candy product nestled in a PAK-APEAL plastic tray . . . a tray that is vacuum formed to fit your product perfectly . . . a tray of custom design and color created to compliment your present outside container . . . a tray designed to provide greater product protection . . . and finally, a tray that permits fully automated packaging.

It's truly a picture of profits, because only PAK-APEAL gives your package so much sales appeal and cuts packaging cost at the same time.

Write today for PAK-APEAL folder on better packaging.

NPC

NATIONAL PACKAGING CORPORATION

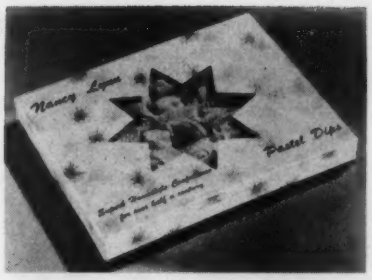
a subsidiary of The RAP-IN-WAX Company

Branch Offices: NEW YORK, N. Y. • CHICAGO, ILL. • DALLAS, TEX. • LOS ANGELES, CALIF.

3002 BROOKLYN AVE. • FORT WAYNE, INDIANA



Mullane Taffy Company is marketing a giant sized bar of taffy packaged in a slender cellophane bag printed in red and blue. The twelve inch bar is made in 10 different flavors and sells for ten cents. The size of the bar is emphasized by the markings on the edge of the package which count off the inches and make the package look like a ruler.



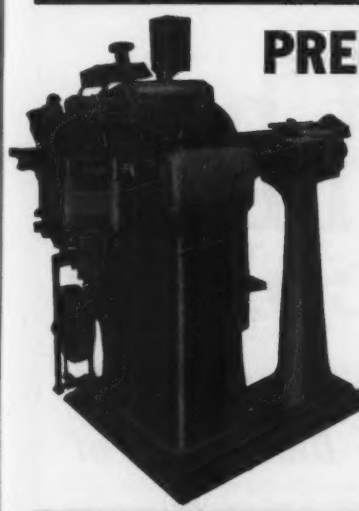
Zipf's, Inc. of Reading, Pa., is planning to market a complete line of packaged candies as a result of the success of this summer box of nut and fruit filled, pastel coated candies. The creams are packaged in a die cut printed carton with an acetate window and overwrapped with cellophane.



Boyer Brothers is introducing a coconut and a peanut butter cup as companion products to their marshmallow cup. The three candies are molded in chocolate colored glassine fluted cups and packed in a wrapper of white opaque glassine printed flexographically.



Flavour Candy Company has switched the packaging of its supermarket line from polyethylene to cellophane bags. The company claims that the cellophane remains crisp, stiff and rigid on display and tends to give the bag a full appearance because the product does not shake down as easily.



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IDEAL

because...

...faster

...more efficient

...greater production

write for detailed brochure

500 caramels cut and wrapped in a minute

investigate today

Established 1906

IDEAL WRAPPING MACHINE COMPANY

MIDDLETOWN, NEW YORK, U. S. A.

The word for Candy Packaging is...

Glassine

Rhinelander Glassine paper keeps candy fresh . . . in appearance and taste. Provides versatile protection in candy packaging. Glassine is economical, prints well and performs smoothly on automatic packaging equipment.

Rhinelander Glassine is available in a wide variety of glossy sales appealing colors . . . embossed, opaque and translucent grades. Write for samples.

GREASEPROOF GLASSINE

RHINELANDER

PAPER COMPANY • RHINELANDER, WIS.

Division of St. Regis Paper Company



L. A. Champon Co. is introducing giant and medium sized bars in milk and bittersweet chocolate imported from France where these Eiffel Tower Chocolate bars are produced by Poulain. These two bars are companion products to the ten cent Eiffel Tower bar which was brought to this country last year by Champon. A hazelnut bar will be added later this year. The giant bar will retail at one dollar for 14 ounces and the medium-sized 3-1/4 ounce bar will retail for twenty-five cents.



James O. Welch Company is now distributing their Pom Poms and Junior Mints in new glassine-lined, long, rectangular cartons. Two new items are also being packaged in these cartons: Milk Chocolate Stars and Chocolate Malted Milk Crunch. The name of the candy is printed on a diagonal strip across the package and the company name is printed in the upper left hand corner. These packages are planned to establish family identity but each carton has an illustration of its contents and a different color scheme to enable identification of the individual varieties.



Robert A. Johnston Company is using a floor display stand as part of an intensive promotion campaign being initiated this fall. The display unit holds six dozen one-pound sized boxes of Johnston candy. The promotion campaign will make use of local newspapers, national advertising in LIFE magazine, window display kits and counter cards along with the floor display stand.



must be WILBUR chocolate

. . . for Wilbur puts the final touch of good taste to your quality products

WILBUR CHOCOLATE CO.

Lititz, Pennsylvania

"When it comes to quality, people mean more than machines"

New Broker Appointments

The annual Directory of Candy Brokers lists several hundred candy brokers and the manufacturers they represent. Listed below are recent changes showing the manufacturers and the newly appointed broker.

Allen & Smith Co., Inc., Richmond, Va.
Jack Ryweck, Philadelphia, Pa.

American Maple Products, Newport, Vt.
M.A.R. Associates, West Hartford, Conn.

Boyer Bros. Inc., Altoona, Pa.
Steinfort Sales Co., Omaha, Nebraska

Breaker Confections, Chicago, Ill.
The Edward M. Cerf Co., San Francisco, Calif.

D. L. Clark Co., Pittsburgh, Pa.
Frank D'Orlando & Co., Needham, Mass.

The Donruss Co., Memphis, Tenn.
Candy Sales, Inc., Brooklyn, N. Y.

M. J. Holloway & Co., Chicago, Ill.
Marvin N. Friedman, Reading, Pa.
Jack Ryweck, Philadelphia, Pa.

Hollywood Brands, Inc., Centralia, Ill.
Brigham Brokerage Co., Milwaukee, Wisc.

Independent Halvah and Candies, Inc., Brooklyn, N. Y.
American Brokerage Co., Westbury, L. I., N. Y.

Levon Products Co., Brooklyn, N. Y.
Fred R. Baker & Son, Delaware, Ohio

Los Angeles Confectionery Co., Lawndale, Calif.
Alfred F. Benoklen, St. Paul, Minn.

Loudy Candy Co., Bristol, Va.
Samuel P. Goldstein, Philadelphia, Pa.

Lusk Candy Co., Moline, Ill.
Curry Brokerage Co., Denver, Colo.

McAfee Candy Co., Macon, Ga.
D. C. Sales Co., Cranford, N. J.

The John Mueller Licorice Co., Cincinnati, Ohio
Ben Wald, Pittsburgh, Pa.

The New England Confectionery Co., Cambridge, Mass.
J. E. Kite & Co., Cincinnati, Ohio

Phyleen Candy Co., Huntington, Ind.
The Edward M. Cerf Co., San Francisco, Calif.

Quaker City Choc. & Conf. Co., Philadelphia, Pa.
Stan Eisman, Bala-Cynwyd, Pa.

E. Rosen Company, Providence, R. I.
C. G. Williams, Jr., Oswego, N. Y.

W. F. Schrafft & Sons, Boston, Mass.
Bill Stronge, Des Plaines, Ill.

Sharp & Shearer, Inc., Reading, Pa.
Candy Sales, Inc., Brooklyn, N. Y.

Smiley Candy Co., Easton, Pa.
Chas. W. Brown Co., Charlotte, N. C.

W. H. Weatherly Co., Elizabeth City, N. C.
Charles F. Stork, Lancaster, Pa.

The 1960 Directory of Candy Brokers, classified by the territories covered by the brokers, is included in The Candy Buyers' Directory and is available at the publishing office for $5 per copy.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

The Manufacturing Confectioner published monthly at Pontiac, Illinois for October, 1960.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Mrs. Earl R. Allured, 418 N. Austin Blvd., Oak Park, Ill.; Editor, Mr. Stanley E. Allured, 418 N. Austin Blvd., Oak Park, Ill.; Business manager, Mr. James W. Allured, 418 N. Austin Blvd., Oak Park, Ill.

2. The owner is: The Manufacturing Confectioner Publishing Co., 418 N. Austin Blvd., Oak Park, Ill.; Mrs. Earl R. Allured, 418 N. Austin Blvd., Oak Park, Ill.; Allen R. Allured, 418 N. Austin Blvd., Oak Park, Ill.; James W. Allured, 418 N. Austin Blvd., Oak Park, Ill.; Stanley E. Allured, 418 N. Austin Blvd., Oak Park, Ill.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

JAMES W. ALLURED, Business Manager

Sworn to and subscribed before me this 23rd day of September, 1960.

[SEAL] FRANCES L. PATTERSON

(My commission expires March 16, 1961)

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CANDY PACKAGING AND MARKETING

Published bi-monthly by

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OCTOBER Vol. 20, No. 5 **1960**

TALK ABOUT TROUBLE-FREE, HIGH SPEED PACKAGING...

500 CANDIES WRAPPED IN 1 MINUTE WITH AVISCO® CELLOPHANE



Cellophane is unmatched by any other packaging film for high speed machine performance. The twist wrapping of 500 candies a minute is just one example. What makes this possible? Cellophane is rigid and static-free. It feeds and forms perfectly. And, when a sealing operation is involved, it seals quickly and securely. What's more, cellophane's sparkling transparency creates greater sales appeal, and its freshness, flavor and aroma retention are superb.

Result—*total packaging economy.* We offer a complete packaging service to assist you and demonstrate how Avisco cellophane, plain or printed, will answer *your* requirements better and more economically than any other packaging material. Contact us for an appointment with our representative or a selected cellophane converter specializing in your field. *P.S. Avisco cellophane is low in cost. It takes only 15c worth to wrap 500 of the candies shown above.*

AVISCO

AMERICAN VISCOSE CORPORATION, FILM DIVISION

1617 PENNSYLVANIA BOULEVARD, PHILADELPHIA 3, PA.



Mr. Irving Bessner checks the candy on a 170-foot USS Cyclone Conveyor belt.



Mr. Henry Schuemann, Assistant General Superintendent for all plants of the Curtiss Candy Company, Chicago, Illinois.

"Our candy cools while we're making it— on USS Cyclone Conveyor Belts"

"We've been cooling Baby Ruth candy on USS Cyclone Conveyor Belts for 35 years," reports Mr. Henry Schuemann, Assistant General Superintendent for all plants of the Curtiss Candy Company, Chicago, Illinois. "The installation of our two conveyor units was the first step in mechanization that has enabled us to increase production 100% in 40 years.

"Over 4,000,000 Baby Ruth bars ride this conveyor system every month. The bars enter a cooling room just after the application of peanuts to a hot coating of caramel. To keep them cooling evenly, air has to circulate freely around them. The only way this can be done, without letting the candy sit overnight, is through the mesh of a metal belt.

"The Cyclone units we use consist of 14 continuously moving belts. We've been very satisfied with their performance," says Mr. Schuemann. "Some of the individual belts in use now have lasted 5 years, and they've never given us any maintenance problems."

What about *your* plant? Is your production lagging because your materials have to be manhandled? An automatic USS Cyclone Conveyor Belt system can speed up your daily output by an amazing margin. The Cyclone line is the most complete line of metal conveyor belts offered by any belt manufacturer. Find out which one is right for your product—just send for our free booklet.

USS and Cyclone are registered trademarks

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Division of
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Cyclone sales offices coast to coast

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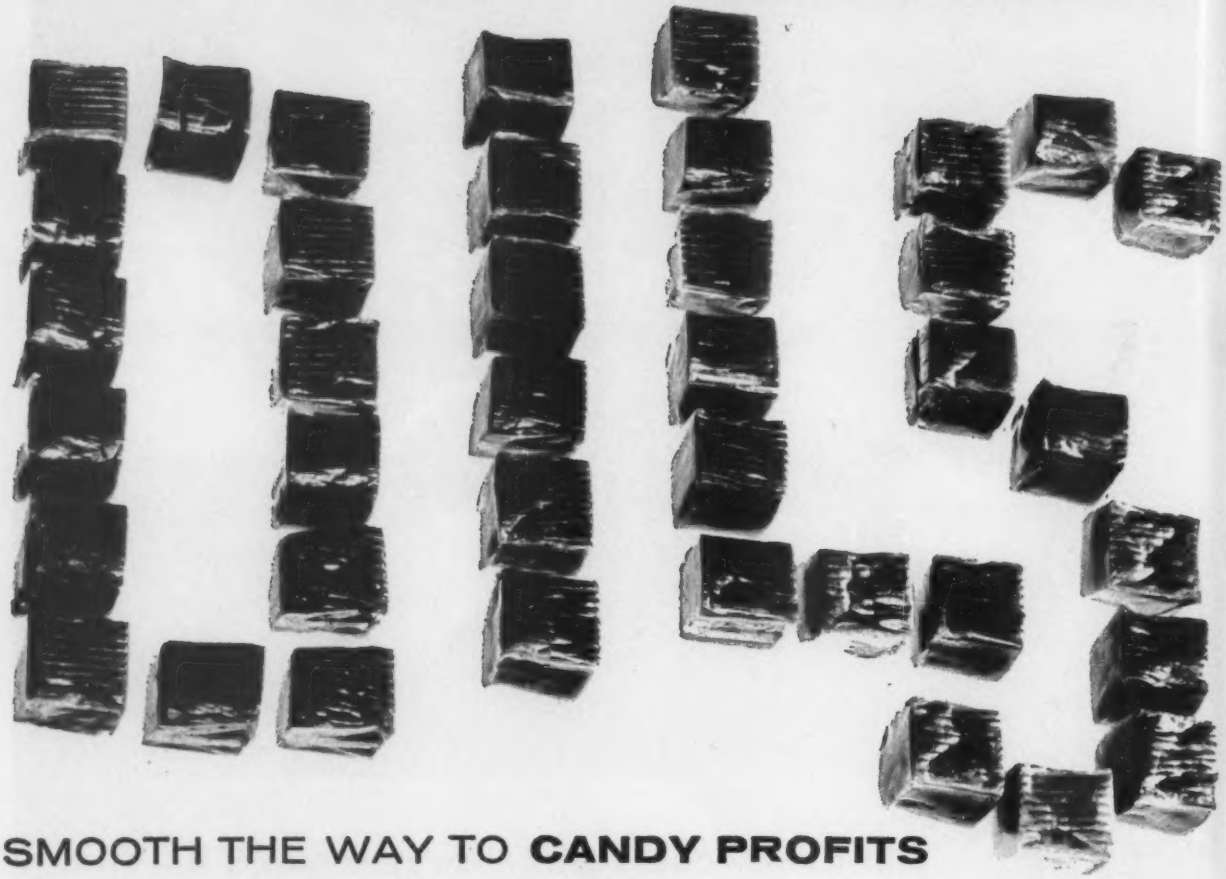
Please send me your free USS Cyclone Conveyor Belt booklet

Name_____

Address_____

City_____ Zone____ State_____

CORN PRODUCTS



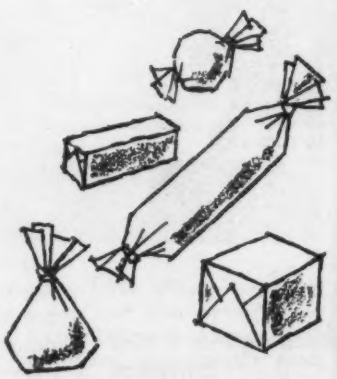
SMOOTH THE WAY TO **CANDY PROFITS**

Successful candy makers, leading candy sales are our best references for the quality results you can obtain with Corn Products' hydrogenated coconut oil or hard butter. For top chewing and cutting qualities in caramels, kisses, taffy, nougats and other confections, the favorite choices are:

FILBISK – a hydrogenated coconut oil: 92°, 97°, 110°.

S-70-XX Hard Butter – exclusive, pure white, neutral tasting, homogenous oils that cannot separate; uniform in quality, has a sharper melting point than ordinary hard butters.

Both are available in varying melting points. Corn Products' laboratories will gladly help you use them to your best advantage. Call today, and expect fast, dependable service.



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CORN PRODUCTS DIVISION
CORN PRODUCTS SALES COMPANY

The MANUFACTURING CONFECTIONER'S

Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Salted Nuts; Gums and Jellies

Code 10E60
Panned Sugar Peanuts
½ lb.—30¢

(Purchased in a department store, Chicago, Ill.)

Sold in Bulk:
Peanuts:
Size: Good
Color: Good
Texture: Good
Sugar Jacket: Good
Peanuts: Good
Remarks: One of the best sugar panned peanuts we have examined this year.

Code 10F60
Salted Cashews
¼ lb.—36¢

(Purchased in a retail shop, Chicago, Ill.)

Sold in Bulk:
Cashews: About 80% pieces.
Roast: Good
Texture: Good
Salting: Salt did not stick to the nuts.
Taste: Fair
Remarks: Cashews would have a better taste if the salt would stick to them. Highly priced at 1/4 pound for 36¢.

Code 10A60
Assorted Jellies
½ lb.—26¢

(Purchased in a department store, Chicago, Ill.)

Sold in Bulk:
Jellies: Three layer jellies, finger shaped.
Colors: Good
Texture: Good
Flavors: Fair
Sugaring: Good
Remarks: We would suggest that better flavors be used, but at this price, we cannot complain.

Code 10K60
Salted Blanched Peanuts
½ lb.—45¢

(Purchased in a retail candy shop, Chicago, Ill.)

Sold in Bulk:
Peanuts: About 50% splits.
Roast: Good
Salting: Good
Texture: Good
Taste: Good
Remarks: Good eating salted peanuts, but highly priced at 45¢ the half pound.

Code 10B60
Assorted Fruit Jellies
10 ozs.—89¢

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good
Container: Green papered tray, extension edge. Gold foil seal printed in green. Acetate top, tied with green grass ribbon.
Jellies:
Molding: Very good
Colors: Good
Texture: Good
Flavors: Good
Remarks: Very attractive package, neatly packed. The best package of this kind we have examined this year.

Code 10C60
Assorted Jelly Squares
1 oz.—5¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Package: Good for a 5¢ seller.
Container: White board tray, overall printed cellulose wrapper printed in red and white.
Jellies:
Colors: Good
Texture: Good
Flavor: Fair
Sugaring: Good
Remarks: Good eating jellies but flavors are not up to standard.

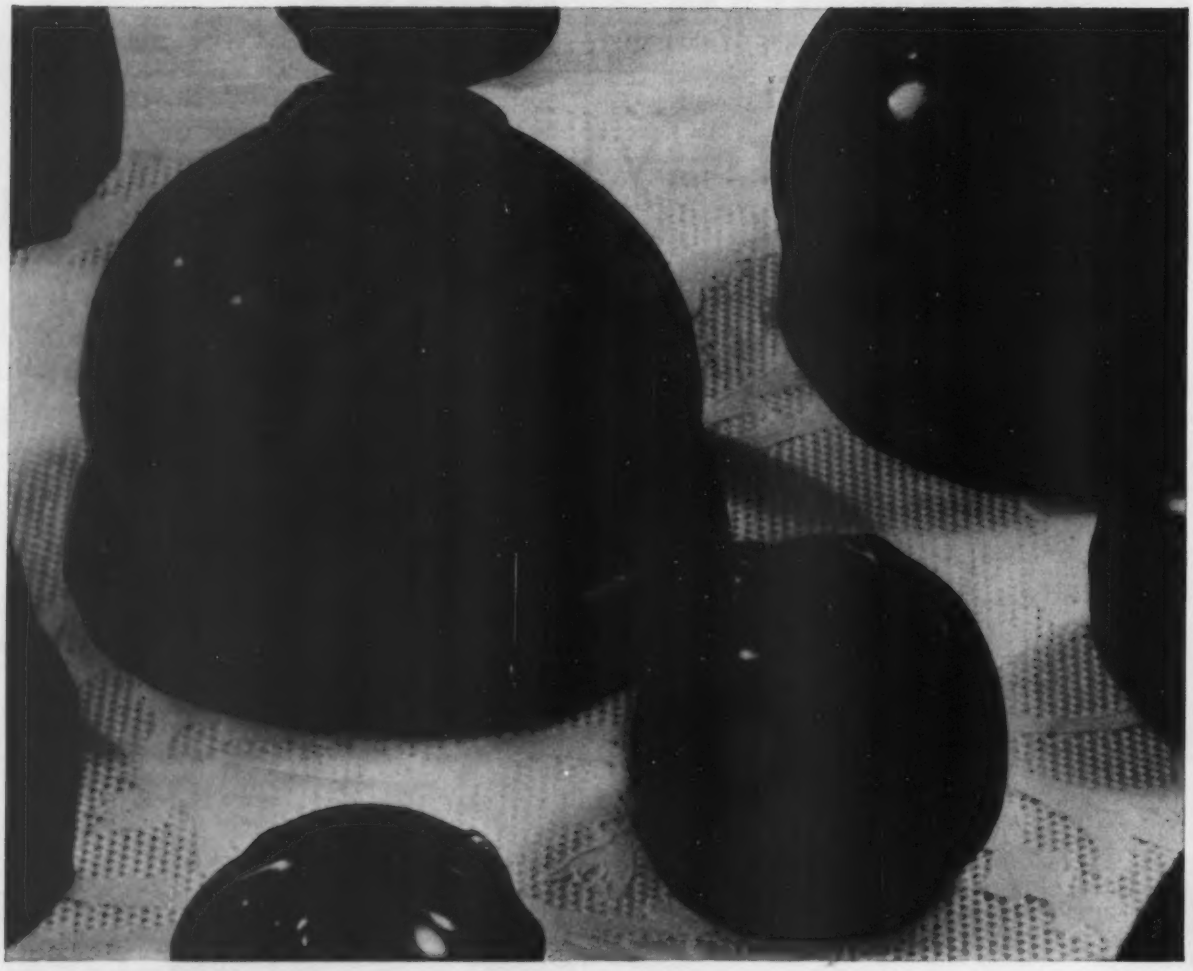
Code 10P60
Butterscotch Squares
12 ozs. 39¢

(Sent in for analysis)

Appearance of Package: Poor
Container: Plain cellulose bag.
Butterscotch: Large amount of small pieces. Contents of bag were all stuck together.
Color: Good

Candy Clinic Schedule For the Year

JANUARY—Holiday Packages; Hard Candies
FEBRUARY—Chewy Candies; Caramels; Brittles
MARCH—Assorted Chocolates up to $1.15
APRIL—$1.20 and up Chocolates; Chocolate Bars
MAY—Easter Candies; Cordial Cherries
JUNE—Marshmallows; Fudge
AUGUST—Summer Candies
SEPTEMBER—Uncoated & Summer Coated Bars
OCTOBER—Salted Nuts; Gums & Jellies
NOVEMBER—Panned Goods; 1¢ Pieces
DECEMBER—Best Packages and Items of Each Type Considered During the Year.



GLOSS *Paramount Style*

How Durkee's Continuing Research Kept Coatings from Turning Gray

THE PROBLEM: *find a better hard butter.* Durkee's Technical Research Staff set out to find one. They wanted a hard butter that would produce confectioners' coatings with better performance characteristics than existing coatings. Specifically, they wanted high gloss retention, greater stability and resistance to bloom under all temperature conditions.

THE SOLUTION: *methodical.* Durkee research went to work. Coating after coating was tested in the laboratories . . . placed in cycling cabinets which duplicated shelf temperature changes . . . checked by taste panels . . . subjected to exact conditions encountered in the plant. Durkee even built a pilot plant with miniature equipment to simulate actual plant conditions. As a result, a hard butter for making coatings that met every industry requirement was developed. Durkee named it Paramount; confectioners call it "wonderful".

THE SIGNIFICANCE: *clear.* Durkee has been researching fats and oils for 40 years—and is still hard at it. The development of Paramount is typical of purposeful research continually in progress in Durkee's Technical Service Laboratories. Here is where we may be able to help you most whenever your product or process warrants further attention. We'd be glad to help. Just 'phone us or write.

DURKEE TECHNICAL SERVICE

Glidden — Quality Products

Department MC • 900 Union Commerce Building • Cleveland 14, Ohio
Jamaica, N. Y. • Louisville, Ky. • Berkeley, Calif. • Chicago, Ill.

Texture: Good
Flavor: See remarks.
Remarks: Suggest formula be checked as butterscotch was very sticky. A duplex M S T cellulose would help this condition. Suggest bag be printed to improve the appearance. Butterscotch lacked a good butter flavor. Suggest more butter be added, also more salt. If this butterscotch is going to be put on the market, it will have to be a better eating piece or it will not sell.

Code 10M60
Apple Taffy Sticks
8 ozs.—65¢

(Purchased in a restaurant, Richmond, Va.)

Appearance of Package: Good
Container: Oblong folding box, one layer type. Printed in pink and green.
Appearance of Box on Opening: Good. Piece is similar to salt water taffy; finger shaped, cellulose wrappers.
Candies:
Colors: Good
Texture: Good
Flavor: Good
Remarks: Suggest cellulose wrappers be checked as candy was stuck tightly to the wrappers. Very highly priced at 8 ozs. for 65¢.

Code 10I60
Anise Squares
12 ozs.—39¢

(Sent in for analysis)

Appearance of Package: Poor
Container: Cellulose bag
Anise Squares:
Color: Good
Texture: Good
Flavor: Good
Remarks: This product would benefit from use of a duplex MST cellulose bag, printed attractively.

Code 10J60
Cashew Brittle
7 ozs.—49¢

(Sent in for analysis)

Appearance of Package: Poor
Container: Cellulose bag
Brittle:
Color: Good
Texture: Poor
Taste: Fair
Nuts: Not roasted enough
Remarks: A duplex MST cellulose bag which was printed attractively would help shelf life and enhance the appearance of this product. The brittle was all stuck together. The candy was not cooked high enough. The nuts were not roasted enough. Salt and some creamery butter should be added to improve the taste.

Code 10N60
Apple Candy With Chocolate & Walnuts
5 ozs.—50¢

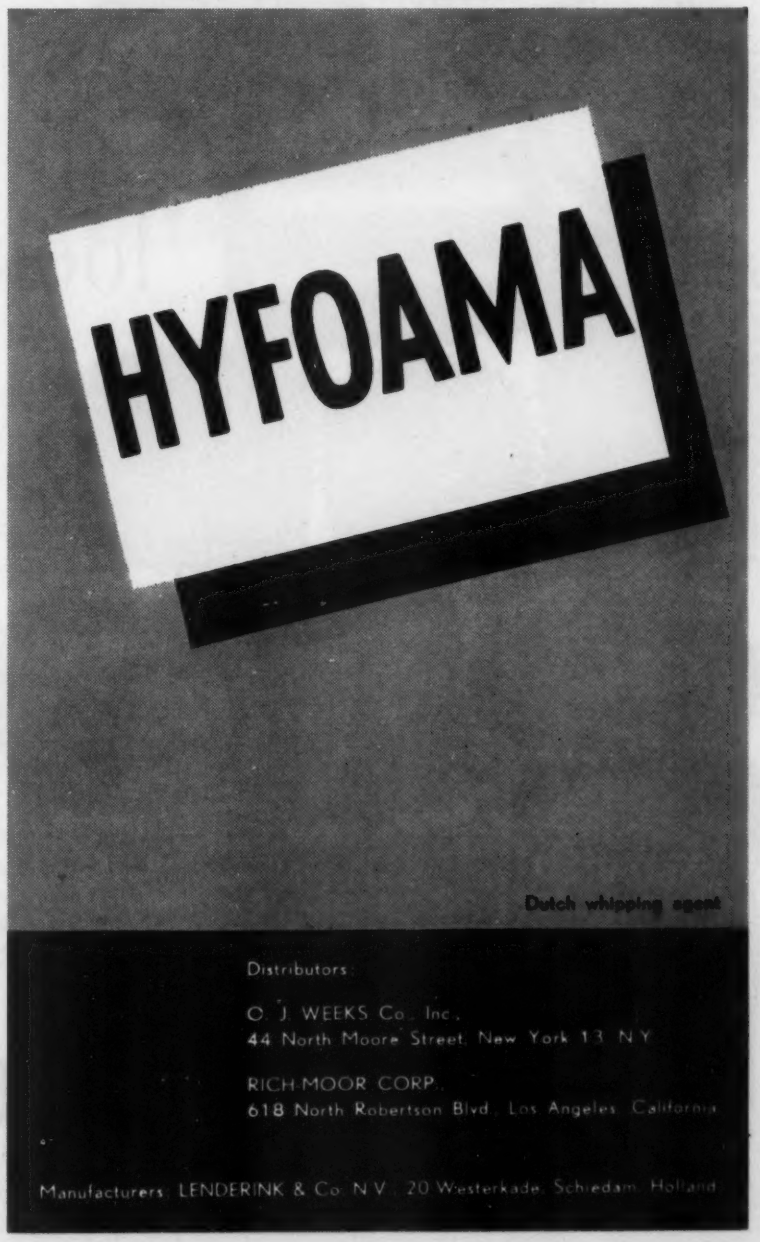
(Purchased in a restaurant, Richmond, Va.)

Appearance of Package: Good for this type of candy.
Container: Oblong box, one layer type. Top printed in dark brown, red, gold and green. Imprint of apples in color. Cellulose wrapper.
Appearance of Box on Opening: Good. 9 pieces.
Candies:
Color: Good
Texture: Good
Flavor: Good
Remarks: The best apple candy we have examined this year. Highly priced at 50¢ for 8 ozs.

Code 10L60
Salted Cashew Nuts
¼ lb. 36¢

(Purchased in a department store, Chicago, Ill.)

Sold in Bulk:
Cashews: About 10% of pieces.
Roast: Fair
Salting: Fair
Texture: Fair
Taste: Fair
Remarks: Suggest cashews have a higher roast and more salt. Salt did not stick to the nuts. Highly priced at pound for 36¢.





Mantrose Confectioner's Glaze gives candy the quality look...

protects against breakage, scuffs, discoloration

Candy you protect with Mantrose Confectioner's Glaze invites eating . . . comes from its box as fresh and attractive as when you packed it. Mantrose Glaze protects against sticking and scuffing in packaging, handling and on the shelf . . . breakage is reduced. Mantrose Glaze helps retain fatty substances . . . candy looks better, longer. With Mantrose Confectioner's Glaze you protect the reputation of your company . . . simply, inexpensively . . . by helping insure the quality and attractiveness of your product 'til it reaches the consumer.

The purity of Mantrose Glaze is unsurpassed . . . FDA approval is fully granted and it is made under the most sanitary conditions in a big, new plant staffed with experienced personnel. Today, many important candy makers rely on Mantrose Glaze for the final touch of quality on their products.

FREE SAMPLE:
Write today for your free sample and full information about Mantrose Confectioner's Glaze. Assistance is available, free, from our staff to help you use Mantrose Glaze to protect the quality of your confections.

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Code 10H60
Salted Jumbo Peanuts
With Skins On
¼ lb.—18¢

(Purchased in a department store, Chicago, Ill.)

Sold in Bulk:
Peanuts: About 3% splits.
Roast: Good
Texture: Good
Salting: Good
Taste: Good
Remarks: The best salted peanuts of this kind we have examined this year. Cheaply priced at 18¢ the quarter pound.

Code 10D60
Taffy
1 oz.—5¢

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of Piece: Good
Wrapper: Wax paper wrapper; name and address printed in red.
Taffy: This is a new one to us. This piece of taffy is 12" long, 3" wide and paper thin.
Color: Too deep
Texture: Good
Flavor: Rank
Remarks: I don't think we ever tasted a flavor as rank as that contained in this piece.

CONFECTO-SPRED
Registered Trade Mark
VEGETABLE OIL RELEASING COMPOUND

Used Nationally for Over 5 Years
with Perfect Results
For Cooling Slabs—Band Ovens
Belts—Trays—Transfer Pans

★ ***Contains no mineral oil***
★ Does not turn rancid
★ Thin films give perfect release
★ Economical to use
★ Easily applied—Can be sprayed
★ Stable at high temperatures

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NEWSMAKERS

American Viscose Corporation has increased its production of polymer resin coated cellophane by over 50 percent to meet customer demand.

Harry S. Watts a representative of **The Nestle Company** in the Philadelphia, Washington and Baltimore area died on August 29th at 62 after a brief illness.

The Rap-In-Wax Company, Minneapolis, Minnesota, has acquired **National Packaging Corporation** of Fort Wayne, Indiana through a stock exchange. National Packaging will operate as a subsidiary of Rap-In-Wax with Mr. William E. Browning as president and assistant treasurer and Charles E. Lennarts as secretary and treasurer.

American Viscose Corporation's film division has announced that **Harry G. Alwine** has been promoted to the position of special representative for the Atlanta, Ga., district sales office. Mr. Alwine will supervise field sales activities in eleven southeastern states.

Dairyland Foods Laboratories has appointed **Robert L. Schwarberg** as research chemist.

Mr. B. Wellenkamp has partially retired from the Verona Aromatic Division of **Verona-Pharma Chemical Corporation,** Newark, New Jersey but will continue to serve the firm in a consultant capacity. **Robert W. Montgomery** has joined the staff of the Aromatic Division as sales manager. Mr. Montgomery was formerly sales manager of Fritzsche Brothers, Inc.

The Corn Industries Research Foundation, 1001 Connecticut Avenue, N.W., Washington 6, D. C., has a 64 page booklet available entitled "Corn in Industry". This fifth edition is revised and up-dated in text and illustration and copies are available from the Foundation upon request.

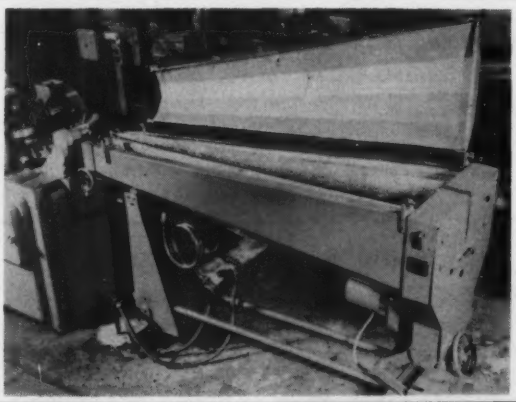
Corn Products Company has announced the appointment of **Emerson F. Schroeder,** president of Corn Products International, as senior vice president of the parent organization.

Mrs. Irene Phillips has been named home economist for **Seymour Foods, Inc.** Mrs. Phillips will conduct research in the development of new egg products and other food technology projects under the company's technical director, James M. Gorman at the main plant in Topeka, Kansas.

Atlantic Gelatin division of General Foods Corp. has announced that **Ralph H. Brown,** formerly with Penick & Ford, Ltd., will handle sales in a seven-state midwest area.

Molded Fiber Glass Tray Company has announced the appointment of **Benjamin E. Ewing, Jr.** as sales manager. Mr. Ewing replaces John W. Moore who resigned from the company.

Charles H. Sanford, Jr. has been elected to the board of directors of **American Maize-Products Company** and has been named vice president-sales for the company. Mr. Sanford, who joined American Maize in 1947, succeeds James B. Melick who is retiring.



A Rationally-Priced Batch Roller

- Main drive in oil
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or
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for molding, enrobing and hand-dipping

Available in five different sizes

90-400 lbs/hr, 300-1100 lbs/hr, 550-2200 lbs/hr,
800-3300 lbs/hr 1000-4400 lbs/hr

Certain models handle chocolate with nuts, raisins or cereal.

Rasch Tempering Machine



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Representatives

T. C. Weygandt Co.
165 Duane Street
New York 13, New York

There's profit in pops when you use the Latini

Conservatively, 100 boxes per hour* of 120 count

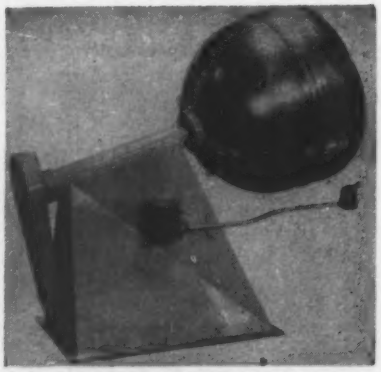
A second Latini unit can be operated by the same person

*based on a 50-minute hour

Latini Die Pop Machine with Wrapping Attachment

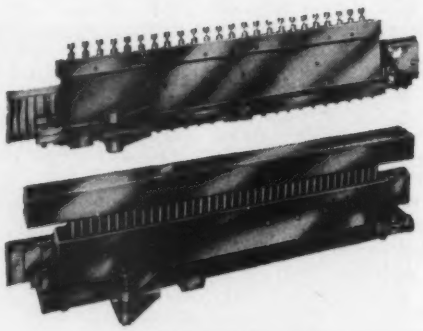


225 Pops formed and wrapped per minute
No handling between forming and wrapping.
Eliminates breakage and labor.



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Unusual bowl shape permits 10 to 15% larger charges
Heavy-gauge bowl and sturdy construction insure long service life
Motor and drive enclosed in sanitary stand
Bowl shaft mounted on oversized self-aligning bearings
Now available in **stainless steel.**



Mill River Pump Bars

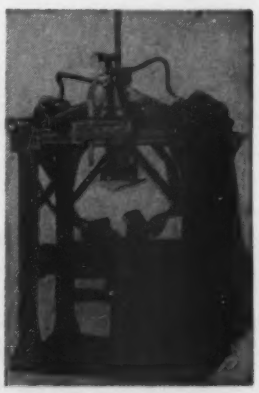
Faster, better, and more accurate due to precision workmanship. Water-sealed—Sanitary—
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Available in all sizes.
Single, double, triple and quadruple row for all depositors.
Also available—Special Chocolate Pump Bars—Sanitary Stainless Steel Hoppers.



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Saves labor—eliminates from 2 to 6 strokes per enrober. Versatile—variable speed drive, elevation control and 3 sets of decorating belts make a wide variety of markings.

BERKS HARD CANDY MIXER



Mixes color, flavor and acid in 75 to 125 pound batches at rate of 1000 lbs./hr., 10% scrap may be included. Saves labor and floor space. Assures uniform mixing and constant rate of production through the day.

Representative:

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CALENDAR

October 13; Sanitation Meeting, sponsored by NCA, PMCA, AACT and Phila. Candy & Chocolate Mfgrs. Assoc., Falcon House, Philadelphia, Pa.

October 14; Los Angeles Confectionery Sales Club, noon meeting, Roger Young Auditorium, Los Angeles, Calif.

October 15; SWEETEST DAY

October 17; Confectionery Salesmen's Club of Philadelphia, 1:30 PM meeting, 2601 Parkway, Philadelphia, Pa.

October 28; Boston Confectionery Salesmen's Club, Inc., 8:00 PM meeting, Kenmore Hotel, Boston, Mass.

October 29; Southwestern Candy Salesman's Association, 12 noon meeting, Sammys Restaurant, Dallas, Texas.

October 29-November 1; National Automatic Merchandising Association, convention and exposition, Miami Beach Auditorium and Exhibition Hall, Miami, Fla.

November 7; Denver Mile Hi Candy Club, 7:45 AM, breakfast meeting, Denver Athletic Club, Denver, Colorado.

November 7; Retail Confectioners Association of Philadelphia, Inc., 6:30 PM meeting, Dairy Maid Restaurant, Philadelphia, Pa.

November 26; Confectionery Salesmen's Club of Philadelphia, Greater Philadelphia Area Candy Banquet, Palumbo's, 824 Catherine St., Philadelphia, Pa.

December 15-16; Western Confectionery Salesmen's Association, annual meeting, LaSalle Hotel, Chicago, Illinois.

1961

January 18-19; Manufacturing Confectioners Traffic Conference, annual meeting, New York City.

May 2-9; Macropak, Sixth International Packaging Exhibition, R.A.I. Exhibition Halls, Amsterdam, Holland.

June 11-15; National Confectioners Association, 78th annual convention, Conrad Hilton Hotel, Chicago, Ill.

June 11-15; Association Retail Confectioners of the United States, annual convention, Drake Hotel, Chicago, Ill.

November 7-10; Packaging Machinery Manufacturers Institute, 1961 trade show, Cobo Hall, Detroit, Michigan.

Put your hard candy department on a high profit item

NEW HARD CANDY WHISTLE MACHINES NOW AVAILABLE

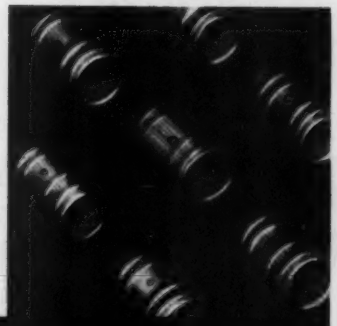
40,000 per 7 hour day. 5¢ or 10¢ size.

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Finest flavor for



ROOT BEER BARRELS

for 1/5th ¢ PER POUND FLAVOR COST

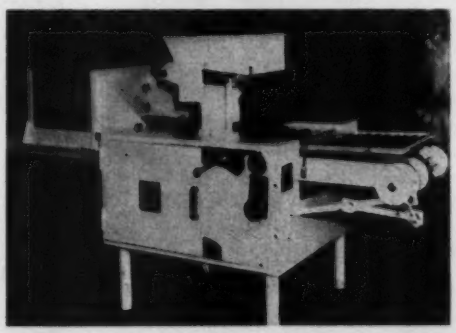
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Deposits cream, fondant, fudge, chocolate, caramel, marshmallow, jelly, gum, licorice, including small fruit or nuts, e.g. Wafers, Patties, Turtles, Dixies, Drops, Buds, Bars, etc., using automatically fed 18" square trays with interchangeable inserts of ribbed rubber mats, or molds, or glossy plaques, or perforated cup locators for 10 rows of 10 foil cups or paper cups. 80 lbs. capacity stainless steel hopper with agitator, steam or electric heated with automatic temperature control, feeds pump bar having interchangeable nozzle plates, and depositing up to 400 lbs/hr at up to 52 strokes/min. in 8 ft. x 3 ft. floor space.

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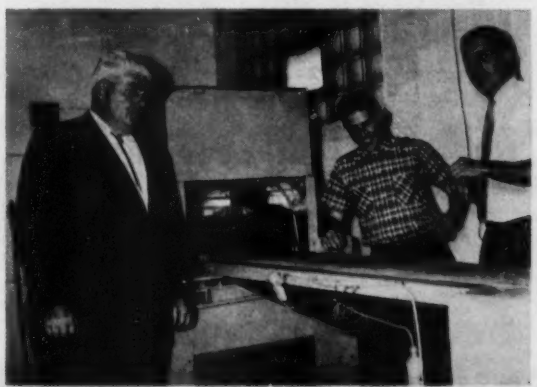


Honadle's = Quality candy in Akron

It's a family affair at the Honadle Candy Company in Akron, Ohio. Prior to July 1st this year Lester Honadle was the sole owner and operator of the company bearing his name. He has operated this fine enterprising concern for 30 years in the same locality. The new company has been incorporated to provide for the formal entry of his two sons, William, age 24, and Paul, 22, into the business. Principal stockholders of the newly incorporated concern will be Mr. and Mrs. Honadle and the two boys. Les, or L. H., as he is known to most of his friends and associates, expects to retire from the active management of the concern in about two years, at which time the sons will be in position to take over the complete management and operation of the business. Two younger sons and a daughter now in school will be permitted to become a part of the business at a later date, if they desire to stay with this fine family organization.

Lester Honadle is the son of an Akron district German family. In his early working career he was employed in nearby Canton in a pretzel factory owned by a relative. While working in Canton he met and married Nellie London, a member of a candy-making family, who operated a factory and store in that city. Shortly after their marriage they decided to start in business for themeslves and selected Toledo, Ohio, where they opened a small plant and store. The depression hit Toledo exceptionally hard, and after a year or so they returned to Akron where they started to make and sell candy, using the basement of their home as a plant and store. In a short time they were able to move into a small plant, where in a few year's time, the business grew to the point where new and larger quarters were required.

For more than ten years Mrs. Honadle was active with Lester in the operation of the business. Because of her experience and know-how obtained from her association in the business with her family, her services were very valuable. Since then she has spent most of her time with her family and in community work. She has, however, always been an important part of the business and continues to help the family when necessary. Les and his wife feel the present move to incorporate and take the children into the firm, is the culmination of their dreams. They aspired to keep the business and family together in a profitable and respecta-

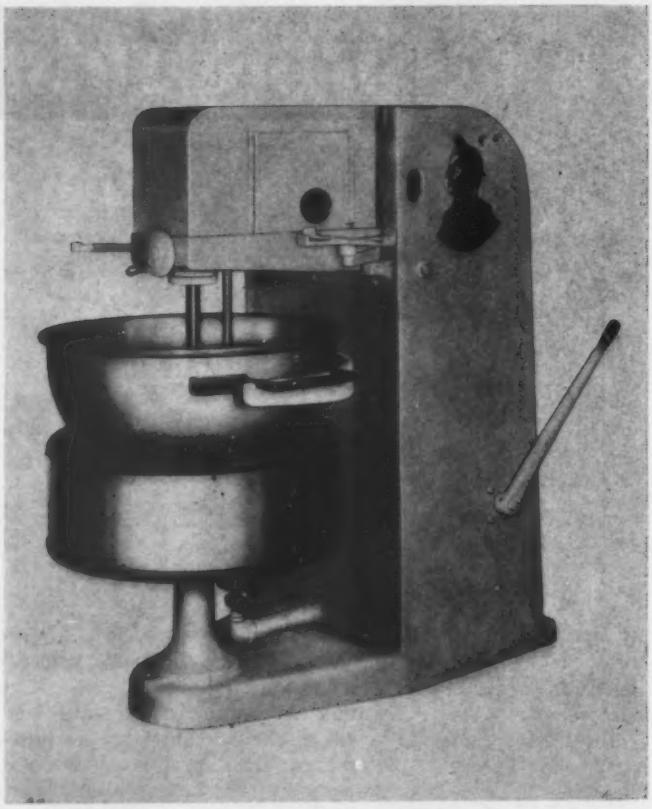


Lester Honadle, founder of Honadle Candy Company, is shown on the left with his two sons, Paul (center) and William at the right. Bill and Paul are both active in the family business and are slated to direct the company when "L.H." retires.

SAVAGE LATEST FIRE MIXER

MODEL S-48

Thermostatic Gas Control–Variable Speed



The Savage Latest Fire Mixer, Model S-48, is Streamlined and Sanitary and has many new features and conveniences:

Automatic Temperature Control
Variable Speed from 30 to 60 RPM
Break-back within floor space 32" x 48"
Aluminum Base and Body Castings
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Removable Agitator, single or double action
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Copper Kettle 24" diameter 12½" deep or 16" deep

You can save labor and obtain uniform batches by setting the thermostat for degree cook desired. It cooks and mixes batches of caramel, peanut brittle, peanut candies, fudge, nougat, gum work, and with double action agitator is ideal for coconut candies and heavy batches.

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ble business pursuit. They now hope that the other children will follow the same pattern as they grow old enough to participate in the company.

While Les will still keep his "finger in the pie", so to speak, for some time to come, the plan is for Bill to handle the selling and marketing end of the business and Paul will manage the plant. Both boys have worked in all phases of the business from stock boys up through the kitchen, coating, packing, deliveries, stores, selling and office. Les feels they now have a pretty well-rounded experience in the business that will enable them to assume control in due time. It is the ultimate plan of the company to expand to additional outlets in the form of retail stores or franchised merchants, if and when the other brothers and sister choose to enter the business.

The senior Honadles have done an excellent job of keeping the boys and daughter, Esther, interested in the business. When material was secured for this article, all the Honadles were seen working in the plant on a caramel-making project. The complete harmony and coordination of the members of the family is quite evident to outsiders. The air of cooperation permeates the stores, office and plant. This is an intangible asset that builds goodwill and creates customer satisfaction.

In 1946 the plant and store were moved to the present location. The property and building are owned by the concern, and it has been perfectly adapted to the efficient operation of a candy plant and store. Mr. Honadle felt that the combination of a plant and wayside store located on a well-traveled highway would eventually pay off. His



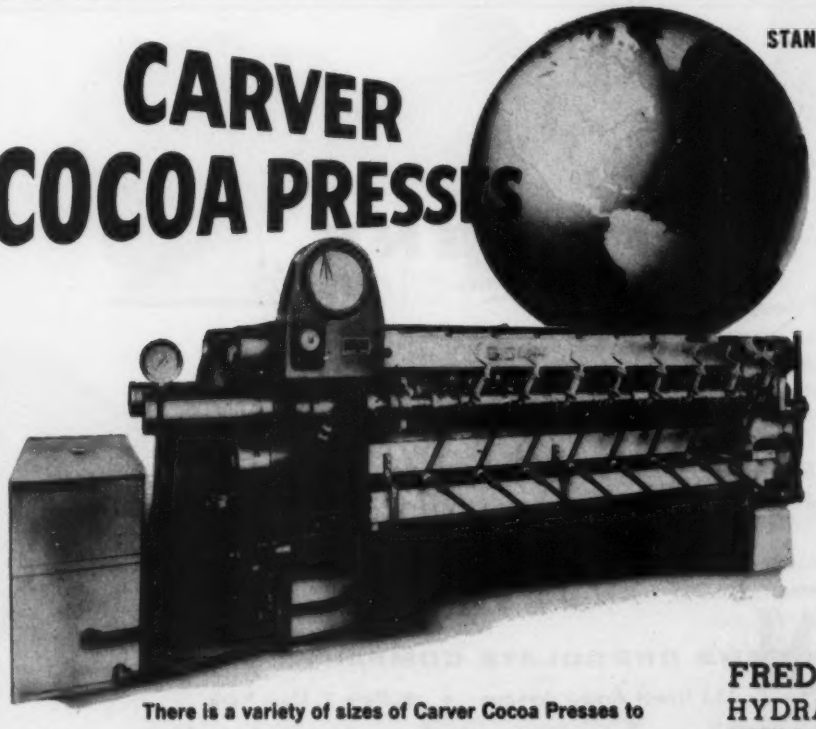
Honadle's factory store features a large sign used to promote holidays, special occasions and sales. Located on the main highway from Akron to Cleveland it does a fine business with customers coming from miles around to purchase "factory fresh" candies.

theory has proven itself as evidenced by the growth of the retail business at this location. Over the years the business has prospered and grown to its present status due to the foresight and planning of the Honadles. It is now one of the outstanding operations of its kind in Ohio manufacturing, wholesaling and retailing quality candies.

The factory and wayside store is located on the main highway leading from Akron to Cleveland. It is in the outskirts of Greater Akron in suburban Cuyahoga Falls, a city of more than 30,000 people. The modern building is air-conditioned. It is 60 x 80, one story, with full basement space. The basement and second story over the rear half of the building are used for storage of raw materials and

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CONSTRUCTED with Precision
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HYDRAULIC EQUIPMENT
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HAMBURG-ALTONA, GERMANY



Honadle's downtown store is on a busy corner in Akron. Over 5,000 people are employed in offices within one block of this store.

finished products. A street level loading dock is provided under cover at the rear of the factory. The 12 x 24 store is at the front of the building and a good parking area, the full width of the building, provides ample parking space for drive-in trade.

The store is open 6 days each week from 9 A. M. to 9:30 P. M. Adjoining the store is the business office of the concern. The balance of the first floor area is devoted to candy making, packing and shipping. The plant, store and office are maintained in perfect order. Cleanliness is the watchword of every department. The local city, county and state health departments have always given the plant a perfect or 100% rating from the standpoint of cleanliness and quality of products used in the candies. Les says, "I guess I got the habit of keeping the place clean as a young man when I worked in the pretzel plant and had to sweep six times each day".

Franchised stores are operated and maintained by Leroy Carl. One is located in a suburban shopping center near Barberton and the other at a center on the south side of Akron. In addition to the full Honadle line, they handle caramel corn, popcorn and peanuts. These associated products have developed into fine "extra lines" and go a long way towards carrying the overhead of the shops. It is also felt that these items help increase candy sales as the "impulse" to buy candy is created when prospective customers come in to buy these items. Clean, well-arranged stocks are important in this type of merchandising.

A fine Honadle candy store is now operating on one of the principal corners in the downtown section of Akron. Over 5,000 people are employed in offices within one block of the store and a lot of sidewalk traffic passes this important corner. "In spite of the suburban shopping stores and our wayside store, a lot of people still go downtown to shop. We get a lot of business at this store at the noon hour from office workers who use this time to shop", says son Bill.

All Honadle shops are located in good spots and staffed with competent, courteous sales people. They are well-lighted at all times and good advertising signs are used to attract trade. A wide variety of Honadle candies is maintained and well displayed in pleasant and clean surroundings.

"Of course, we have a lot of good, steady customers, but the candy buying habits of the public in general are hard to analyze", comments Les

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Honadle. "The demand fluctuates from time to time, and season to season, but does not follow any given or set pattern as may be found in many other types of business." He feels that the wayside store at the plant is very successful in moving a large volume of candies. "People like the idea of buying at the plant. We know that many people come here to buy because they know and realize our candy is fresh, and a wide assortment is always available. Compared to this condition which exists at our factory store, our other shops must depend largely on 'impulse buying'. In order to keep up the volume in these stores, we must have specialties and displays that will attract people into the shops as they pass by". Mr. Honadle has found that people who go to the shopping centers usually make the trip for other purposes. So, he keeps his stores neat, attractive and inviting to bring in customers. Window displays and many specials are important in this respect.

One of the greatest individual selling aids developed by the Honadles is the large rear-lighted sign on the front of the plant, store and office. This sign can be changed periodically to suit the season, holiday or occasion or to announce special sales as desired. It has really paid off in a big way and is a real selling tool in the candy business. Another idea that has helped bring people into the factory store is the small enrober which operates in the large window of the plant. The operating schedule is announced in advance and invariably many people watch the operation. "Turtles" or "pecan snappers" are processed on this machine and offered at special prices. This brings many people with their children to the store and they usually buy other merchandise. Some roadside billboard advertising has been done in the past and will probably continue as this method of publicity seems very well adapted to the business. Newspaper ads are used to announce special sales, or as a tie-in with national advertising or special occasions.

The Honadle Candy Company makes about 95% of the products they sell ranging from all kinds of chocolate candies to caramels and mints. Cream mints are one of the specialties that are promoted and sold extensively during the summer months. A few specialties are purchased for resale in the stores to fill out the assortment offered to the public. Most of the recipes of Honadle candies have been developed by them or have been adapted for their use by Emerson London, who is in charge of all candy making. Over the years the company has enjoyed business from thousands of families of the area who know the consistent quality of the Honadle products. "It is our idea", says L. H. "to give the public the very best quality candy we can make at a price they can afford to pay. We are out to make and sell quality candy at a reasonable price and a good candy to fit the pocket book of Mr. and Mrs. Public at all times."

The wholesale end of the business is presently handled by son, Bill. About 150 dealer accounts are currently sold while 100 of them are exclusive Honadle dealers. This branch of the business is growing very fast and provides an almost unlimit-



People who use pecans for profit

Because: they're high oil content pecans—bright, full-meated and firm, with the delicate flavor of freshly shelled pecans.

Because: every pound of Fleischmann's is a pound of quality pecans, the pick of the pecan meats, rigidly graded to specification.

Because: they're backed with the kind of service which has earned Standard Brands a prestige reputation in the food field.

specify Fleischmann's *Fancy* Pecans

Standard Brands Incorporated—Branches in All Principal Cities

ed area for future growth of the business. Some candies are sold to local grocery and drug chains, but this volume seems limited due to the fact that they sell on price alone and do not handle a large volume of quality candies.

The plant is well equipped with 5 mixers of various sizes, 9 chocolate melters, 6 tables and large packing machine or wheel, 1 large enrober, 1 small enrober, caramel cutters and the usual smaller equipment and machines. The capacity is about 2500 to 3000 pounds per day with the normal working force. Twenty to twenty-five people are employed for the average operation. Fairness to all, a fair wage and good working conditions with proper supervision, insure the company of good qualified personnel at all times.

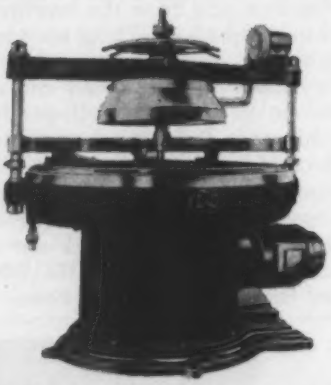
Les Honadle has a high regard for organizations that try to help the industry in general. He feels that the Associated Retail Confectioners is the best and anyone in the candy field would benefit greatly by working with and for this fine association. He states, "You just get out about what you put into any cooperative organization of this type and it pays all of us to be helpful to each other". He received one item of help from the sales and marketing round table in Chicago a few years ago that has helped them double their volume at the retail level in the past three years. Les has started his sons out on the right track in this respect, as Bill has already attended two conventions and has gained considerable knowledge from the experience. Bill claims that he also picked up a lot of valuable information on the candy business in Germany and other European countries while stationed there for two years in the U. S. Army.

L. H. states that in his opinion the combination of manufacturer, wholesaler and retailer is the only solution for the candy business today. He says "retailers must be in manufacturing and visa versa to operate at a profit today. Small manufacturers like ourselves cannot maintain quality at a fair profit return unless they have the proper outlets. Retail is a must." He does not feel imported candies have much effect on his demand and he thinks vending machines and candy bar sales serve a specific type demand for customers who do not buy candies of the type they make. As a result of the constant efforts to promote and sell quality candies all the time, the business has not suffered to any great degree during the recessions or slowdowns in recent years. He says, "It seems people appreciate quality and when they have fewer dollars to spend, they usually are sure to buy on this basis when they want candy".

The entire Honadle family have always been active in community and church affairs. The slogan that Lester has always followed in his business career is "To have faith in God and our fellow man and practice the Golden Rule in all dealings with employees and customers. Our business has been built on this premise and I feel assured that my family has been trained to carry on the business with this same policy to guide them".

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BUILT BY LOW & DUFF OF SCOTLAND

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- Additional air cooling from blower fan.
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Company_____

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Cranberry fudge

By George Barnes
Priscilla Sears, Boston

Formula:

3 lbs. corn syrup
8 lbs. sugar
½ gallon heavy (40%) cream
level teaspoon salt
4 lbs. cranberry jam
10 lbs. fondant
3 lbs. chopped walnuts
red coloring

Procedure:

A different tasting fudge that has found favor with our customers at Priscilla Sears is one that is made with cranberry jam. We use a product called "Cranbake"*, which is like a heavy jam, for this holiday season item.

Cook the corn syrup, sugar, cream and salt to 238°F. Add the cranberry jam. Cook to 244-245°F. and take it off the fire.

Add the fondant and then fortify with red coloring to suit. Mix it well. Add about 3 lbs. of chopped walnuts.

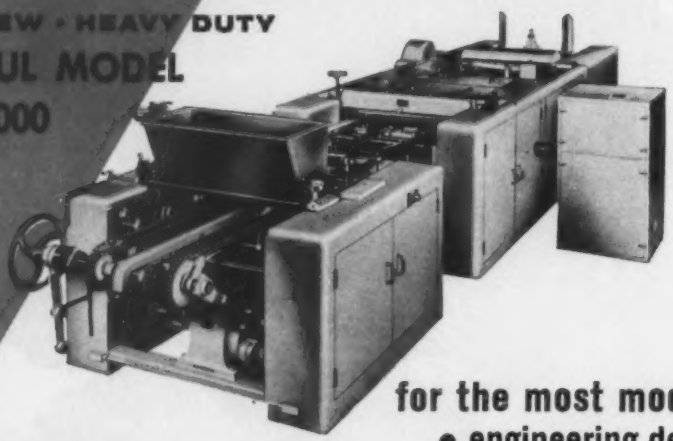
Pour this mixture on a slab and it will set up just like fudge. It makes about 25 pounds.

We consider this a novelty item, a conversation piece, for the holiday season.

**Cranbake is made by Cranberry Products, Inc., Eagle River, Wisconsin.*

tested and proven dependability

ALL NEW • HEAVY DUTY
MOGUL MODEL CM 2000



for the most modern in

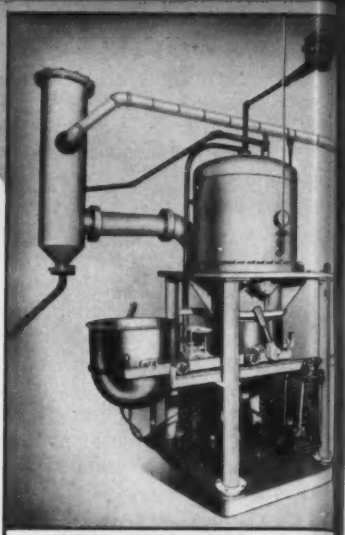
- engineering design
- craftsmanship
- performance
- economy of operation

rely on...

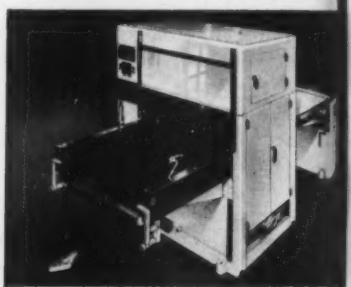
National Equipment



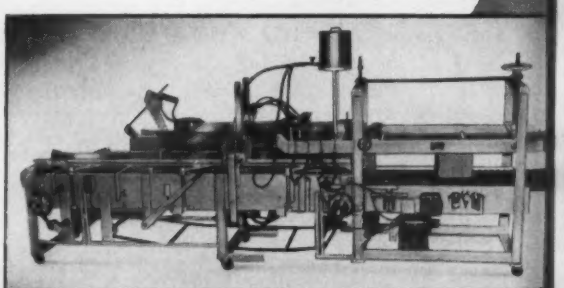
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VACUUM COOKE
with BLENDER & PRE COO
KING SIZE MODEL
Up to 3,000 lbs. hourly productio
STANDARD MODEL
Up to 2,500 lbs. hourly productio



HIGH GLOSS, CLEANLINE
SANITARY ENROBE
Made in 24", 34", 42", 48" belt wi
Also: Feeders, Bottomers, Decorating Attachments



SHORT-A-MATIC CASE SEALE
with New, Exclusive, Patented
GLUE VALVE APPLICATOR
Semi-Automatic Model Also Available

National Equipment has been proved by the only real test . . . years of tested and proven dependability in candy plants all over the world, where the demand for top efficiency and top quality is a must!

National machines are smooth, steady, dependable producers . . . require little attention . . . less labor . . . and least maintenance.

Meticulous care and planning go into the manufacture of each machine. Not only is every part manufactured to the most exacting tolerances, but each assembly is thoroughly tested. It is only with such care and planning that you get a mechanically perfect engineering masterpiece.

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MACHINERY FOR SALE

FOR SALE

Bonus Cluster Machine.
Model K #3 Savage Fire Mixers.
20 gal. & 50 gal. Model F-6 Savage Tilting Mixers, copper kettle.
200 lb. Savage Oval Top Marshmallow Beaters.
Cut-Rol Cream Center Machines.
Bostonian Friend Hand Roll Machine.
50" two cylinder Werner Beater.
1000 lb. Werner Syrup Cooler.
150 lb. to 500 lb. Chocolate Melters
24" and 32" N.E. Enrobers.
32" Kihlgren Stringer.
Simplex Gas Vacuum Cooker.
Simplex Steam Vacuum Cooker.
Savage Cream Vacuum Cooker.
600 lb. Continuous Vacuum Cooker.
Form 3 Hildreth Pullers.
Form 6 Hildreth Puller
National Cherry Dropper.
6' and 7' York Batch Rollers.
National Wood Starch Buck.
National Steel Starch Buck.
Bausman Twin Disc Refiner Unit.
Ball and Dayton Cream Beaters.
30 Gal. Stainless draw off steam jacketed kettles.
350 lb. cap. Resco chocolate melting and tempering kettle.
Savage and Racine Caramel Cutters.

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5 Hildreth 25 lb. capacity pulling machines. All in excellent running order. Reasonably priced. Katharine Beecher Candies, Manchester, Pennsylvania.

12—Package Machinery, model 'K' kiss wrapping machines. All in good condition and all set to wrap a piece 3/4 of an inch in diameter by 3/4 of an inch cut-off. Box 7604, **The MANUFACTURING CONFECTIONER.**

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1 high dome Simplex vacuum cooker, complete with beater. 1 National starch buck, depositor and various other equipment. Box 1062, **The MANUFACTURING CONFECTIONER.**

Hansella 4-stage sizer, N. E. 2000 lb/hr hard candy cooker, Rose hard candy wrapper (IST), Forgrove 26D cut and fold wrap machine. Box 1063, **The MANUFACTURING CONFECTIONER.**

MACHINERY FOR SALE

Semi-automatic Ball machine, model K kiss machine, Forgrove 22B with automatic feeder, LP-2 pop wrapper. Box 1064, **The MANUFACTURING CONFECTIONER.**

Instant fondant machine, 5' Ball beater, Blommer tempering tube, 24" Triumph cookie depositor, Wrap-Ade pop wrapper. Box 1065, **The MANUFACTURING CONFECTIONER.**

Peppy dipper, 12 inch belt, works perfectly, cooling table 3 x 6, nut grinder, vulcan stove, surface forced draft furnace, marble slab 3 x 6, taffy puller, marker 15 blades, copper kettles 18, 20, 24 dimensions, nut case, bon bon melter in table, and revolving pan. Make me an offer on individual or all items. Box 1067, **The MANUFACTURING CONFECTIONER.**

Corley Miller overwrap machine, hand roll machine, Savage mixer, nut roaster, Mills continuous cutter, candy furnace. Bud Candy Co. 208 W. St. Clair Ave., Cleveland 13, Ohio.

For sale: gas vacuum cooker, cream beaters, chocolate melters, stoves, cut roll machines, pulling machines, batch rollers, steam agitating kettles, water cooled slabs, marbles, Hobart beaters, copper kettles, cutting machines, clear toy molds, etc. S. Z. Candy Machinery Co., 1140 N. American St., Philadelphia, Pa.

HELP WANTED

Experienced pan room foreman wanted by southern general line plant for chocolate, jelly and marshmallow work. Give details of experience and salary requirements. Replies held in strict confidence. Box 1061, **The MANUFACTURING CONFECTIONER.**

SITUATION WANTED

Candymaker, experienced in production of fine quality confections, background and knowledge of all phases of candy manufacture, organization, product development, and administration. Ten years of merchandising and selling to retail outlets, advertising and package design. Box 1066, **The MANUFACTURING CONFECTIONER.**

Instructor—Bubble gum base, candy pan line. Will teach anywhere in the world. Box 1068, **The MANUFACTURING CONFECTIONER.**

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Folding Candy Boxes: All sizes carried in stock for prompt delivery. Plain, stock print or specially printed. Write for our new catalog of every-day and holiday fancy boxes, and all paper products used in the manufacture and packaging of candies. **Paper Goods Company, Inc., 270 Albany Street, Cambridge 39, Mass.**

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VERY DESIRABLE

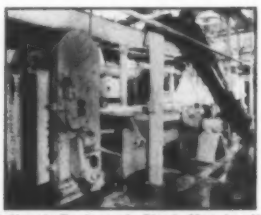
MACHINERY and EQUIPMENT

OF PLANT NO. 6
CURTISS CANDY COMPANY
DALLAS, TEXAS

THESE OPERATIONS HAVE BEEN CONSOLIDATED INTO CURTISS CANDY COMPANY PLANTS IN CHICAGO

Equipment for Manufacturing of Hard Candy, Marshmallow, Peanut Products and Cookies

EQUIPME
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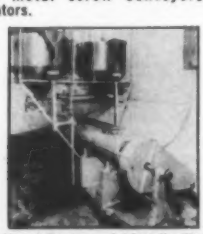
National Equipment Steel Mogul with Roller Chain, Heavy Duty Depositor, Stainless Steel Hopper, Starch Shaker, Vibrator, Explosion Proof Motors, Currie Loader and Stacker.



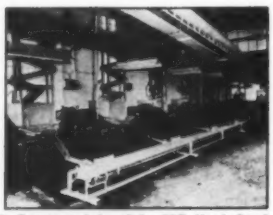
4—Huhn Starch Conditioning Drums with Explosion Proof Motors—2 for heating, 2 for cooling, with complete starch conveying and elevating equipment for continuous automatic operation with Mogul.



2—Allis Chalmers Metal Starch Cleaners with metal screw Conveyors and Elevators.



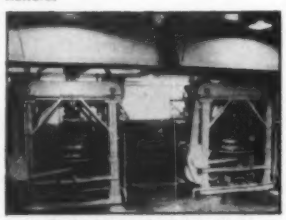
2—National Equipment 1000 lb. Stainless Steel Syrup Coolers. 1 Werner 50 inch Snow Flake Cream Beater.



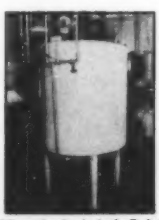
5—Forgrove late style 22B Hard Candy Wrappers, new 1956, with Feeders and Feeding Conveyors and take-away Conveyor, directly to the Filling Machine. Extra plates for wrapping baby pop suckers as well as barrels, etc.



Hansella Model 73C Vertical Batch Feeder, Hansella Model 19H Batch Roller with Automatic Hydraulic Lift, Hansella 4 Rope Sizer, Werner Super Hard Candy Ball Machine with 42 inch Rollers, Racine EP Sucker Machine with baby pop Rollers.



2—Berks Automatic Batch Mixers



Groen 300 gal. Jacketed Batch Mixer, 40 lb. Steam Pressure, Stainless Steel inside with Stainless Shaft Agitator.

Inspection Invited!

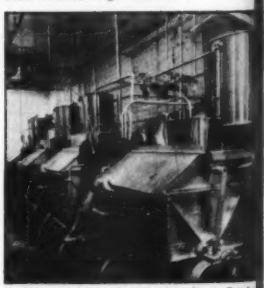
- Manufacturing operations have just been discontinued in Dallas.
- Many machines were installed within the last few years.
- All machinery is still set up in its original position and is in first class operating condition.
- Quantities are limited.
- All offerings are subject to prior sale.



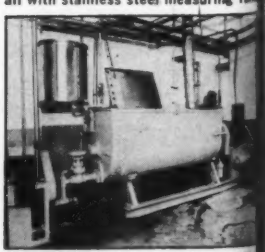
Package Machinery Model DF Wrap with Card Feed.



2—Simplex High Dome late style, Hard Candy Cookers with 2 Steam Jeted Precooking Kettles.



4—Savage 80 gal. Marshmallow Beate
2—Savage 110 gal. Marshmallow Beate
all with stainless steel measuring Tan



Lehman Steel Ribbon Jacketed Mi
Stainless Steel inside, motor dri
6000 lb. capacity.

IMMEDIATE SHIPMENTS DIRECT FROM FLOORS OF PLANT

This plant must be seen to be appreciated since the automation which has been installed is the very latest design, with the most unique layout obtainable for continuous production and savings of labor and floor space.

MODERNIZE YOUR PLANT

with this high production, top quality equipment

STARCH DEPT. FOR MARSHMALLOW, CREAM, ETC.

IMPORTANT!

This is an unusual opportunity to secure a completely automated marshmallow installation of most modern and sanitary design. The marshmallows are conveyed directly from the Mogul to the revolving sugar dusters, thru two Currie Cleaners and directly to the packing equipment. All conveyors are overhead, requiring minimum amount of space as well as least labor and insures positive sanitary control, eliminating possible fermentation. Can be purchased as a complete unit or any portion desired.

1–National Equipment Steel Mogul with Roller Chain, and Heavy Duty Depositor, Stainless Steel Hopper, Starch Shaker, Vibrator, Explosion Proof Motors.
4–Hydroseal Pump Bars, 1 triple, 3 double.
1–Currie Starch Tray Loader.
1–Currie Starch Tray Stacker.
4–Huhn Starch Conditioning Drums with Explosion Proof Motors–2 for heating, 2 for cooling, with complete Starch Conveying and Elevating Equipment for continuous automatic operation with the Mogul.
2–Allis Chalmers Metal Starch Cleaners with metal screw conveyors and elevators.
2–National Equipment 1000-lb. Syrup Coolers, all Stainless Steel.
1–50 inch Werner Snow Flake Cream Beater, largest production.
2–Currie Center Cleaners.
Over 10,000 Starch Trays with Starch.

BAKING PLANT

MOST MODERN EQUIPMENT FOR DEPOSITING AND BAKING A COMPLETE LINE OF COOKIES FOR HIGHEST PRODUCTION WITH NO HANDLING THROUGHOUT, UP TO THE PACKING OPERATION.

1–32" Green Wire Cut Machine, directly feeding into:
1–Advance 32 inch wide 100 ft. long Sandvik Steel Band Oven with 40 ft. enclosed Cooling Section. All stainless steel and Glass Brick enclosed with 180° Wire Turn Table and Additional 100 ft. of Cooling Conveyor.

SUITABLE FOR PRODUCING COOKIES SEPARATELY OR FOR SANDWICH COOKIES.

HARD CANDY DEPARTMENT

5–Forgrove Late Style 22B Hard Candy Wrappers, New 1956, with Feeders and Feeding Conveyors and take-away Conveyor, directly to the Filling Machine. Keeps flavors separately or mixes them. Extra plates for wrapping baby pop suckers as well as barrels, etc.
2–Simplex High Dome, Late Style, Tilt, Hard Candy Cookers.
1–Werner Super, Largest Production Hard Candy Ball Machine, with 42 inch length Rollers.
2–Berks Automatic Batch Mixers.
1–Racine EP Sucker Machine with Baby Pop Rollers.
1–Hansella Vertical Batch Feeder 73C with 2 sets Sizing Rollers.
1–Hansella Batch Roller 19H with Automatic Hydraulic Lift.
1–Hansella 4 Rope Sizer.
1–Hildreth Form 6 Puller with speed control.

COOKING-MIXING OF MARSHMALLOW, CREAM, ETC.

2–110-gal. Savage Marshmallow Beaters.
4–80-gal. Savage Marshmallow Beaters. Each Marshmallow Beater has its own Stainless Steel Measuring Tank installed above it which gives an essential absolute control of raw materials used.
1–Groen Batch Mixer, 300-gal. cap. Jacketed, 40-lb. Steam Pressure, Stainless Steel inside with Stainless Shaft Agitator, for precooking ingredients for Marshmallow Beaters.
1–Lehman Steel Ribbon Jacketed Mixer, Stainless Steel inside, motor driven, 6000-lb. capacity.
1–Lehman Mixer, Steam Jacketed, Paddle type, 6000-lb. capacity, motor driven.
1–Acme 75-gal. Stainless Steel Kettle with Stainless Steel Pump.
1–Champion Single Arm 3-bbl. Mixer with Stainless Steel Jacket.
1–Two Barrel Champion Single Arm Mixer with Stainless Steel Jacket.
1–Flour Sifter Blender and Elevator for above Mixers.
1–Peerless 1-bbl. Single Arm Mixer.
2–75-gal. Copper Kettles, Steam Jacketed.
1–50-gal. Glass Lined Tank.
1–Hobart M-80 Four Speed Mixer.
1–Champion 80-qt. Mixer,
1–20-qt. Late Style Hobart Mixer.

RESUME OF WRAPPING-FILLING-SEALING

5–Forgrove Late Style 22B Hard Candy Wrappers. New 1956, with Feeders as described under Hard Candy Department.
1–DF Package Machinery Wrapper with Card Feed.
1–Standard Knapp 429 Case Sealer with 20 ft. Compression Unit.
2–Standard Knapp 429 Case Sealers with 10 ft. Compression Unit.
1–Ferguson Packomatic Case Sealer with 6 ft. Compression Unit.
1–Doughboy Sealer CBS-ATC, for polyethylene.
1–Hayssen 5-9 Wrapping Machine with Electric Eye, take-away chain.
1–Hayssen 7-13 Wrapping Machine.
3–Speedee Fillers.
1–Speedee Sealer.
2–Syntron Fillers with conveyor and Top Sealing Machine with Electric Controls.
1–Special Bag Filler.

NUT ROASTING DEPT. AND PEANUT BUTTER DEPARTMENT

1–Bauer #322 Peanut Roaster with Color Controls.
2–Bauer #346 Blanchers with Picking Tables.
2–300-lb. Oil-Peanut Friolators.
1–Burns Peanut Butter Mill.
1–9-Plate Filter Press, motor driven.

MACHINE SHOP AND MISCELLANEOUS

Monarch Lathe, Small South Bend Lathe, Heavy Duty Power Saw, Small Metal Brake, Drill Press, Grinder, Buffers.
1–Chrysler Air Temp 5-ton Compressor.
1–Prater Pulverizer.
3–Wire Stitchers.
1–21 ft. Packing Conveyor, motor driven.
2–Champion Twin Head Wire Stitchers.
Lift Trucks, Skids, etc.

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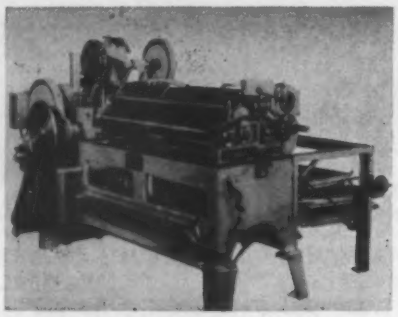
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Now available: Special cooking dome for liquid-sugar users. Pre-cook kettles eliminated.



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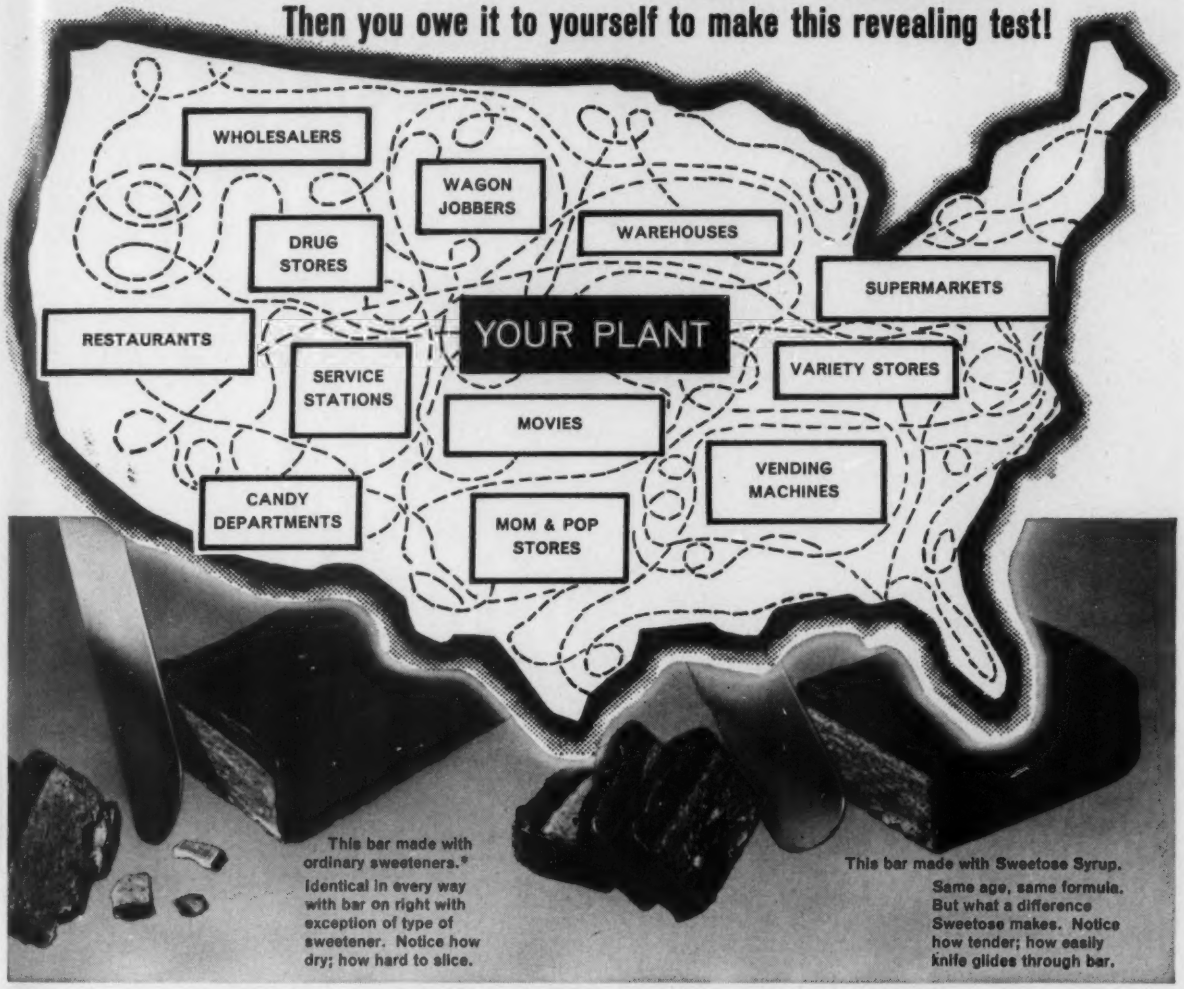
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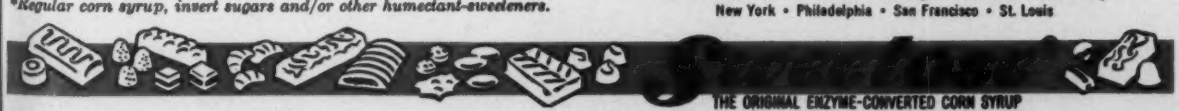
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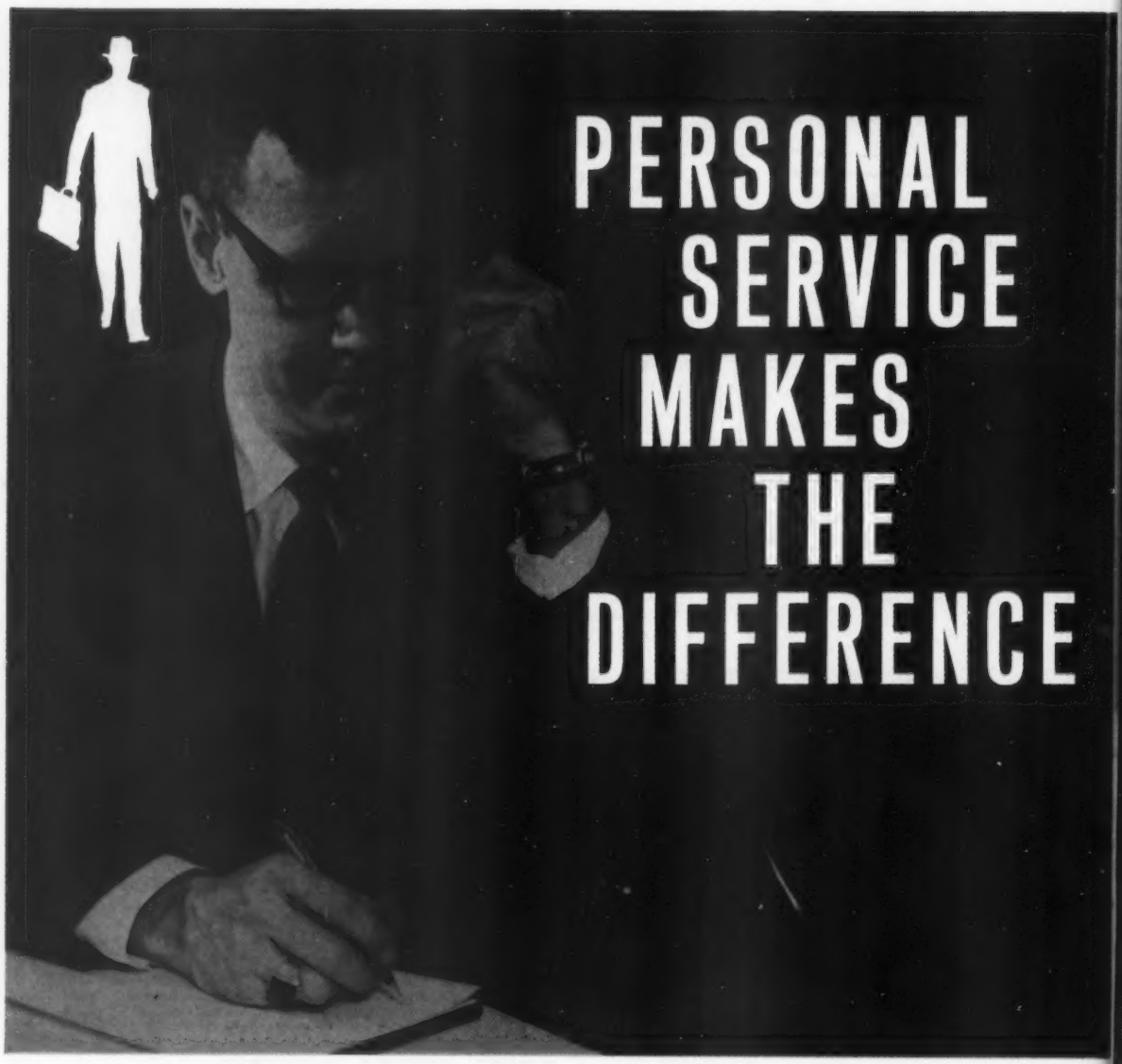
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